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WILLHITE

MELON SEED FARMS

"Good Pure Seed from Grower to Grower"

Trade Mark Registered

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Clara Lee Willhite's Blue Ribbon Winner Certified Black Diamond Watermelons
See full description on page 29

Active Member of
AMERICAN SEED TRADE ASSOCIATION
SOUTHERN SEEDSMEN'S ASSOCIATION
TEXAS SEEDSMEN'S ASSOCIATION

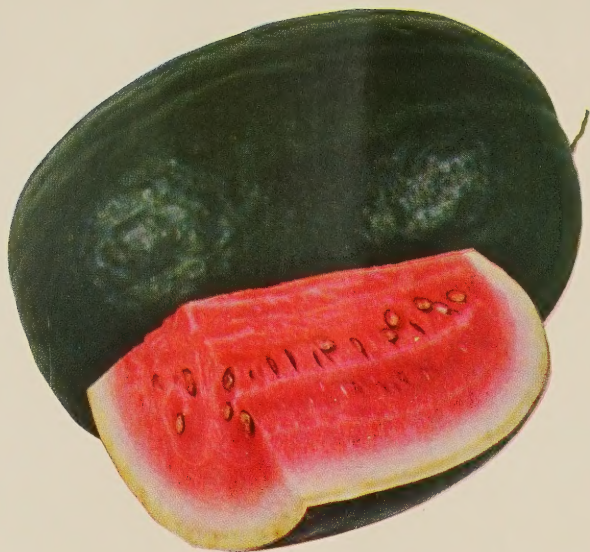
*Wholesale
and Retail*

WILLHITE MELON SEED FARMS

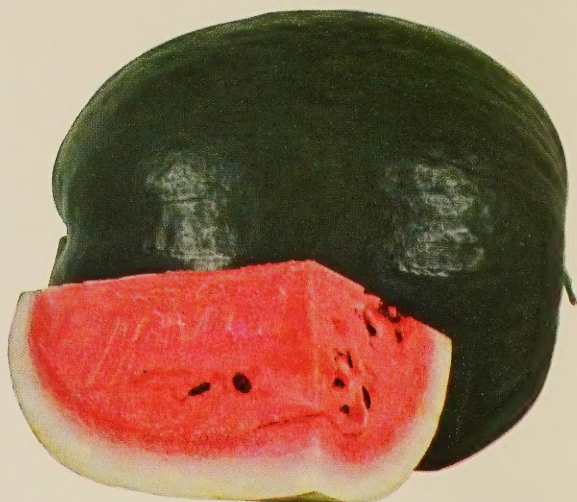
Texas' Largest Seed Growers

POOLVILLE, TEXAS

WEATHERFORD, TEXAS



MOUNTAIN HOOSIER
Variety No. 11
See full description on page 12



FLORIDA GIANT
Variety No. 17
See page 30



THE NEW CUBAN QUEEN
Variety No. 22
See full description on page 21

Thirty-Third Anniversary

Seed Treatment



MISS CLARA LEE WILLHITE
Owner and Manager

We all know how it feels to walk into our melon patch and find several hills in a row as thick as you expected, then maybe three or four hills with only a plant or two and in some no plant at all, dig down and you will find the seeds, some with rotten spots and many with little sprouts that are curled and sickly looking.

You failed to recognize that enemies lay in the damp cold soil to attack that seed and the sprout it would put forth—enemies known as fungi, or molds, which are found in varying abundance in practically all soil. Commonly they are spoken of as seed decay, "dumping off," seedling blights and root rot. These are seed and seedling diseases. They are usually most destructive when soil temperature conditions are not favorable for quick soil growth. Hot, dry soils as well as cold wet soils may have the same effect. Germination is slowed down. Finally when the sprout does break through the seed coat, it is slow in its growth to the surface. This gives the enemy fungi a longer time during which they can attack the tiny plant. This danger exists in the case of all vegetables and flowers and is not necessarily confined to watermelon or other vine seed. Only within recent years have a group of organic chemicals, mostly sulfur compounds, been developed which serve as "overcoats" for garden seeds. These

are toxic to the fungi, yet harmless to the seeds themselves. They throw up a "buffer zone" around the strong roots and vigorous top growth. Only a tiny amount of these chemicals is needed to coat the seed and sprout, warding off the enemy organisms in the soil and giving the plant a chance to develop seeds. We use "Spargon" on all seed we send out no matter what amount of seed you order.

The Citizens National Bank
Weatherford, Texas

To whom this may concern:

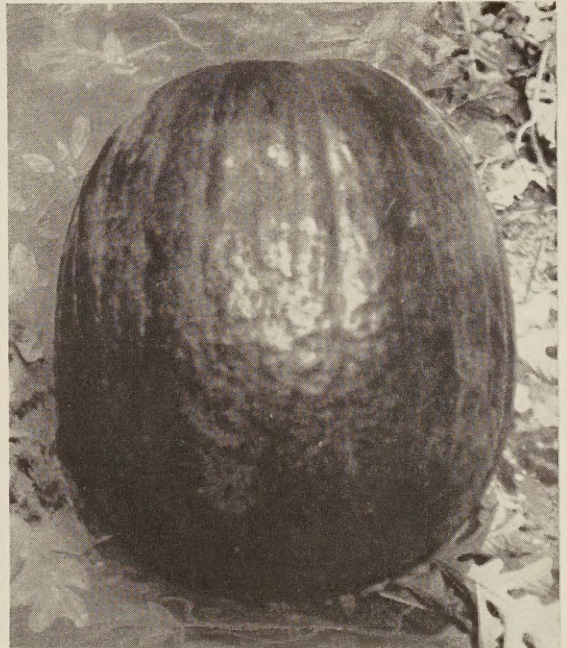
This is to bear testimony, that The Willhite Melon Seeds Farms of Poolville and Weatherford, Texas, are the largest, most reputable and reliable producers of Watermelon seed in Parker County.

This firm was founded some thirty-three years ago by T. A. Willhite, father of the present owner and manager, Miss Clara Lee Willhite, who has very capably and successfully carried on this business for the past several years.

Having grown up with the seed business under the supervision of her father, any information furnished by Miss Willhite, regarding the production and care of watermelons is reliable, being backed by many years experience in growing a great many different varieties of watermelons for seed only.

In view of the reliability and established reputation of this firm, The Citizens National Bank of Weatherford, Texas, does not hesitate to recommend them to anyone who is interested in obtaining High Quality Watermelon seed.

Signed
Fred Smith,
President



Clara Lee Willhite's Texas Grown Certified
Black Diamond

To Our Older Customers

We want to take this opportunity to tell you how much we appreciate the business that we have been getting from you. We sincerely hope that using our seed is continuing to be a profitable medium for you. It must be as some of you have been with us the full 33 years, and we feel much gratified over the fact that we must be serving you satisfactorily.

We feel that we have contributed a great deal to the agricultural growth and prosperity that we now enjoy, just as you have. We recognize our obligations and responsibilities and assume these with the determination to carry forward the interest of agriculture to all our people. In this way we feel that we are being of service to you, our customers; you are our friend and customer, and we want to please you in every way we can. We are continually pushing forward and striving to better our products as well as keeping you advised and supplied with the newest varieties. We endeavor to keep abreast of the times so that we all may benefit by our work.

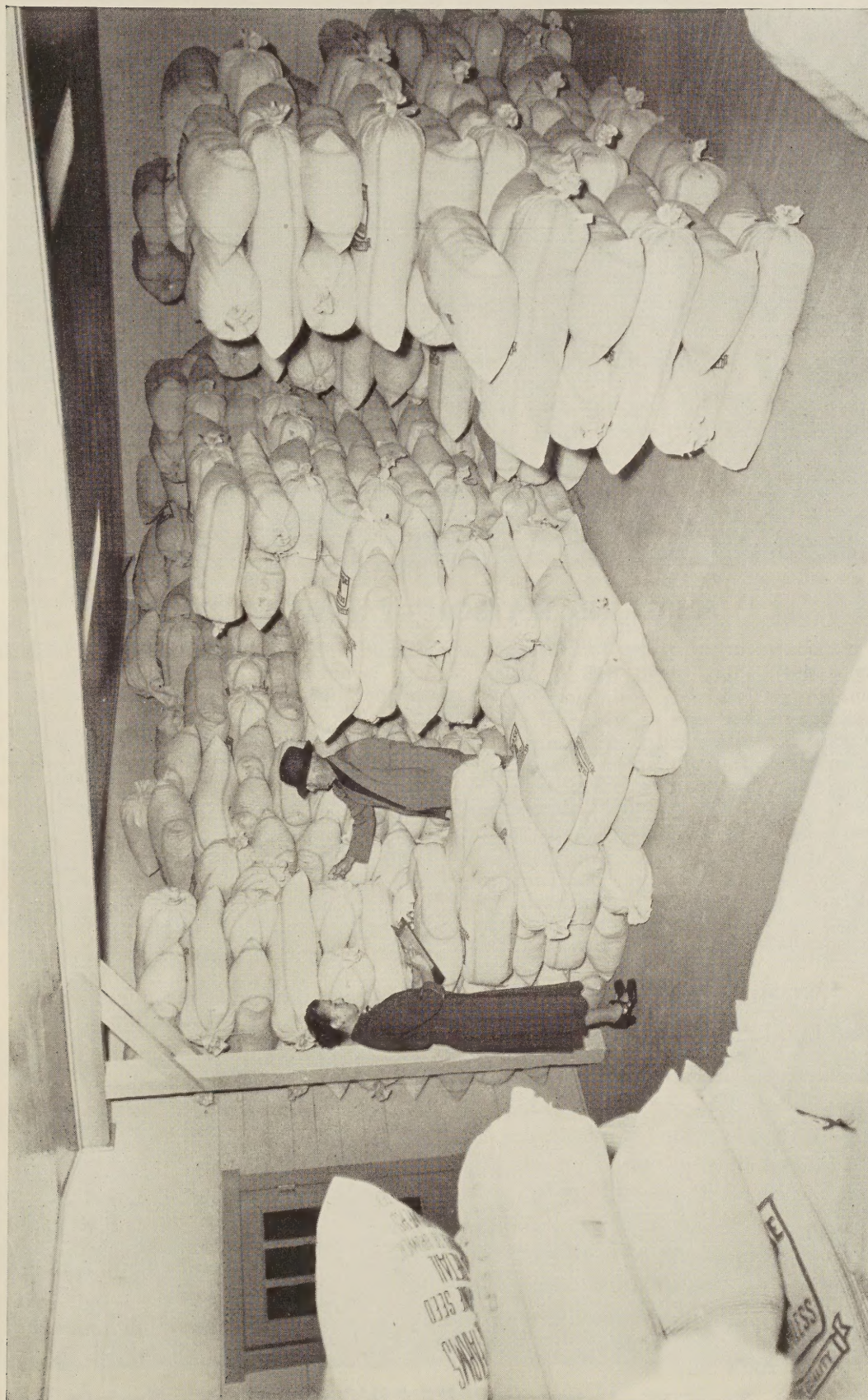
Sincerely thanking each of you who have passed a good word on regarding our seed, for without friends and customers like you, we would not prosper.

Very truly yours,

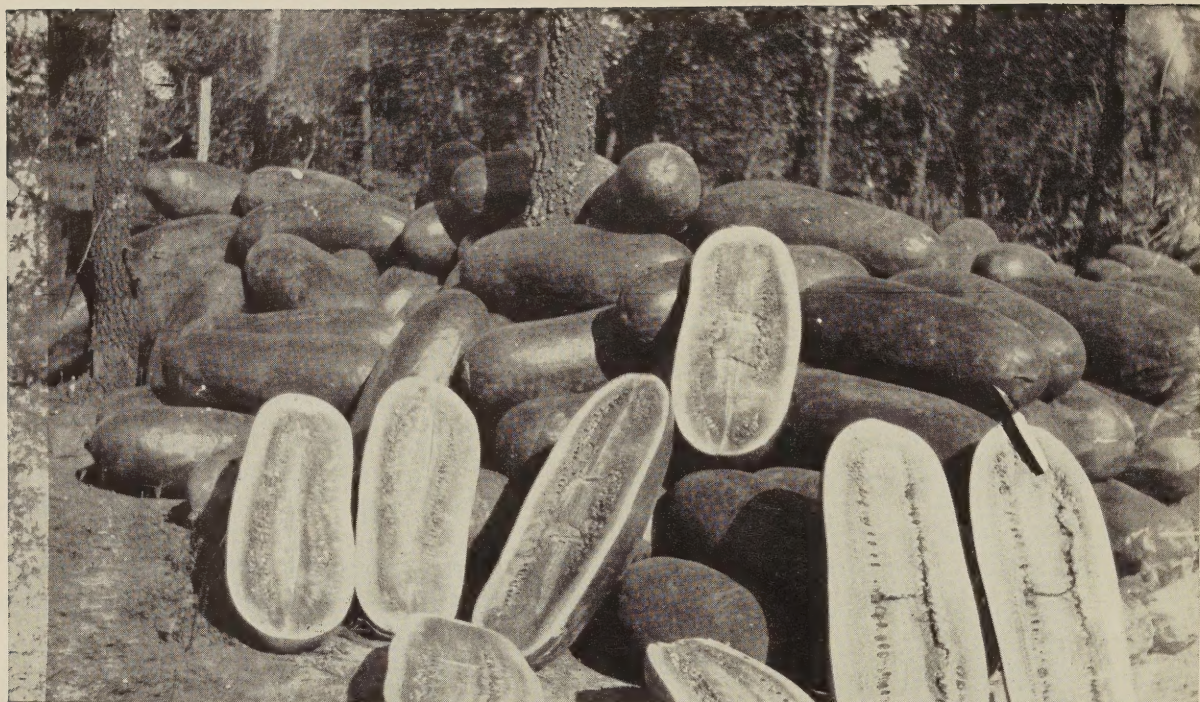
Clara Lee Willhite



Truck Load of Watermelon Seed Being Checked Out to Move Into Florida



HERE WE SEE CLARA LEE WILLHITE AND HER FATHER CHECKING OUT A CARLOAD OF SEED FOR FLORIDA SHIPMENT



BLUE RIND WATSON—Variety No. 23

This is a distinct variety of the Tom Watson. Its rind is a deep shiny green with a bluish sheen; some are so dark, they are almost black. It has small brown seed and its flesh is a deep blood red and very tender and sweet. Its rind is thin and very tough making it a splendid shipper. Average from fifty to seventy-five pounds. Its general shape is exactly like the Willhite's Regular Watson you have known and liked so well. They will sell and ship equal to them on any market and most buyers prefer them to the Regular Watson because they make a much better appearance and are much better melon when cut. Some few regular Watsons will be found in field

planted with Blue Rind Watson seed because the type is not firmly established yet, but no such melons found in our fields were seeded. Only about two per cent showed up regular Watson, not enough to cause complaint. We have for several years sold about four pounds to one of this melon as compared with the regular Watson, not because the regular Watson is not good, but because the Blue Rind is so much better. We originated this melon and recommend it to all who want a good shipping melon and one that will sell. It matures in about eighty-five days. ¼ lb. 80c; ½ lb. \$1.40; ¾ lb. \$2.05; 1 lb. \$2.50. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

Quality is never an accident; it is always the result of intelligent effort

Letter of James Joyce of Indiana

Last year I planted your seed, never saw such vigorous plants, vines, or melons, some weighing 90 lbs. People swore I never grew them until I showed them the patch. It was amazing what whoppers I had. People who came and bought them said they were the best they ever ate and continued to come back until they were all gone, and even after, wanting to know if I couldn't find just one more.

Yours truly,

(Signed) James Joyce



BLUE RIND WATSON—Variety No. 23



WILLHITE'S FAMOUS WATSONS—Variety No. 24

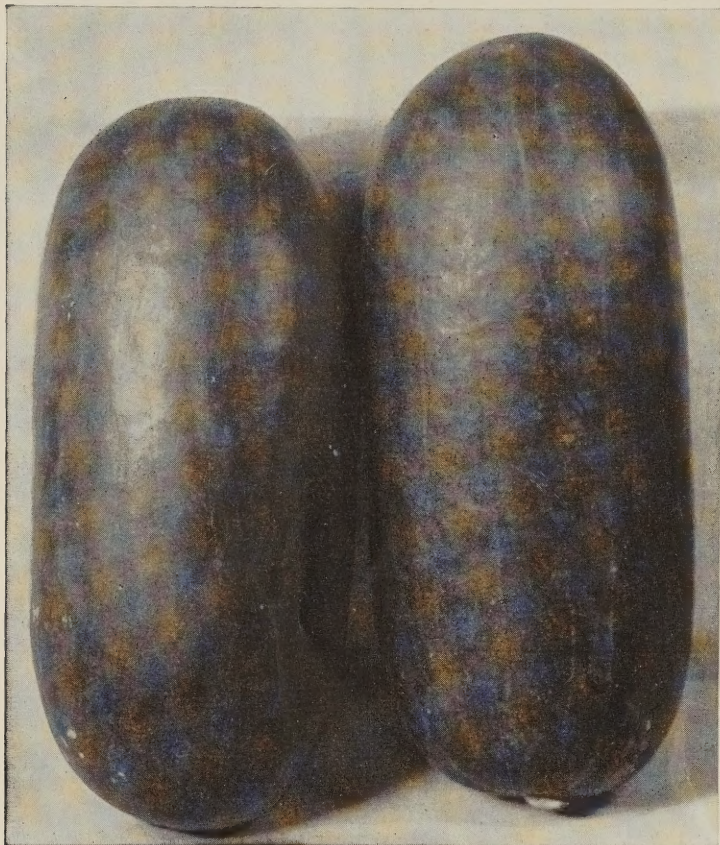
Our WILLHITE'S FAMOUS WATSONS are grown for seed only and as we grow for seed only we have not the temptation to sell the large melons and seed which cannot be sold at a profit as **other seed growers do here.** These seed are from melons grown in a community that produces as fine melons as are produced in Parker County. All melons were seeded regardless of the fact that they could have been sold at several times the amount we get for the seed, but we are not growing melons for the market, they are for seed only and

we cannot afford to cheapen our product by selling the best and seeding only **those we cannot sell.** As this is one of the oldest melons grown we feel it isn't necessary to take up much space with description, they are exactly as pictured, seed brown and small, average from fifty to seventy-five pounds in weight, flesh red, tender and sweet, rind hard and tough, making them an excellent shipper. ¼ lb. 80c; ½ lb. \$1.40; ¾ lb. \$2.05; 1 lb. \$2.50. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



WILLHITE'S FAMOUS WATSONS—Variety No. 24
See color photograph page 24

WILLHITE'S NEW WHITE SEEDED WATSON—Variety No. 44



See color photograph inside back cover

This is our ninth year to introduce this new melon, although it has been grown ten or eleven years here in Parker County. It is without a doubt the largest growing Watson melon and will grow well over a hundred pounds, if properly pruned and growing conditions are favorable. It has a blue-green shiny rind, although not quite as blue as the Blue Rind Watson. Seeds are white to cream, same size as Regular Watson seed, most melons same shape, some few run more blunt ends. Red flesh, the vines grow rank and very vigorous, having large leaves which cover the melons and help to prevent sunburn, they will grow to a much larger and more uniform size than any Watson. We had the best crop this year that we have ever grown of this variety. You could walk all over the field without touching the ground on melons weighing from fifty to eighty-five pounds, and some weighed as much as 100 pounds, I strongly advise you to try this fine melon if it's tonnage and size you want. $\frac{1}{4}$ lb. \$1.15; $\frac{1}{2}$ lb. \$2.15; $\frac{3}{4}$ lb. \$3.15; 1 lb. \$4.00. All plus postage. LIBERAL PACKAGE, ANY AMOUNT, 25c.



THE ROYAL GOLDEN—Variety No. 7 —Golden Rind Melon—

When ripe, the outside color of The Royal Golden melon is a rich deep orange yellow, the vines also are a golden yellow being more so near or around the tap-root, the color traveling outward as the vine grows until at full growth or maturity practically all of the vine is a golden yellow. A field of these melons makes a very beautiful sight indeed. In size this melon will weigh from twenty to forty pounds at maturity, with a deep blood red

flesh, very sweet and tender. The seeds are light cream colored. Every grower who operates a road-side stand should plant a few at least, as they present a very beautiful appearance as well as attracting wide-spread attention, when placed among the green rind varieties. This is an early maturing melon.

$\frac{1}{4}$ lb. 90c; $\frac{1}{2}$ lb. \$1.65; $\frac{3}{4}$ lb. \$2.40; 1 lb. \$3.00. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



WILLHITE'S SPOTTED WATSON OR CLETEX—Variety No. 26

This is not a new melon, but it is not known just where or by whom it was originated. It has been called the Smith melon in parts of eastern Oklahoma, and around Atlanta, Texas, it is known as the Spotted Watson, and at Cleburne, Texas, it is called the Cletex, and in some localities the Icy-Rind melon. However, we think the name Spotted Watson describes it better than any other name. It is an extremely popular melon wherever grown. It grows up to eighty pounds, its rind is tough and thick enough to make it one of the best shippers. Its flesh is a blood red and very firm. It is a sweeter melon than the regular Wat-

son and is a better melon in every way. Its seeds are a light brown color. Its color is dark green with very irregular grey spots or a sort of marbled effect mixed with the dark green color; this gives it a most odd and beautiful appearance. They do not sunburn easily as the old Regular Watson. If you want a melon that will haul or ship well and at the same time give your customers entire satisfaction, we strongly recommend that you plant a part of your crop to this melon. ¼ lb. 65c; ½ lb. \$1.15; ¾ lb. \$1.65; 1 lb. \$2.00. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

HOW TO SEND MONEY

Money may be sent safely by post office money order, registered letter, telegraph money order. Postage stamp remittances are acceptable in amounts less than one dollar. We will not be

responsible for money sent by mail unless letter is registered. Address all orders to Willhite Melon Seed Farms, Poolville, Texas—or P. O. Box 85, Weatherford, Texas.



WILT PROOF KLECKLEY No. 6 Variety No. 19

The quality and general appearance of this melon is the same as the Improved Kleckley, sold by us for several years past, which you all know and liked so well, therefore we feel there is very little to say regarding its qualities as it is one of the oldest melons known and needs no introduction. Red flesh, seed white, matures in about eighty days, grows to large size and is high in sugar content. ¼ lb. 65c; ½ lb. \$1.15; ¾ lb. \$1.65; 1 lb. \$2.00. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



THE HALBERT HONEY MELON—Variety No. 12

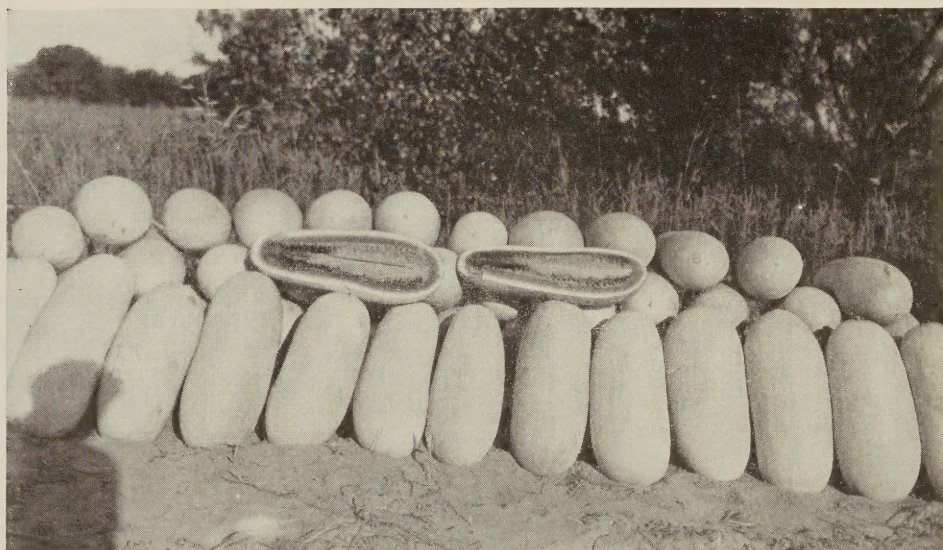
This is one of the best early varieties. Color of rind black green, flesh is blood red and white seeds. They grow up to forty pounds and are

extremely tender and fine flavored. $\frac{1}{4}$ lb. 65c; $\frac{1}{2}$ lb. \$1.15; $\frac{3}{4}$ lb. \$1.65; 1 lb. \$2.00. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

**THE
HAWKSURRY
(or
Gray Shipper)**

**(Wilt
Resistant)**

Variety No. 8



The Hawksbury is very much in demand in the arid and wilt infested areas, due largely to its drought and Wilt Resistance qualities. This is an exceptionally hardy melon, very similar in appearance to the Sugar Loaf, but not growing nearly so large; under favorable conditions they will

grow to 65 pounds. The rind is grey-green, very thin, hard and tough. The flesh is a deep blood red with black to brownish-black seed. $\frac{1}{4}$ lb. 80c; $\frac{1}{2}$ lb. \$1.40; $\frac{3}{4}$ lb. \$2.05; 1 lb. \$2.50. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



GARRISON (Coker)—Variety No. 48

Although this is only our sixth season to grow this watermelon, we find it to be one among the finest and becoming more popular with the melon growers each year. It grows to a very large size and with proper pruning and under favorable conditions will grow to weigh seventy-five and eighty pounds each. The Garrison is a very attractive melon, having a pea-green rind with a

darker green mottled stripe; the flesh is brilliant red, tender and crisp; the seeds are white to cream, with very few to the melon, it has a comparatively thin rind and tough. The high quality and attractiveness of this melon will make it salable on any market. $\frac{1}{4}$ lb. 90c; $\frac{1}{2}$ lb. \$1.65; $\frac{3}{4}$ lb. \$2.40; 1 lb. \$3.00. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

SPECIAL NOTICE

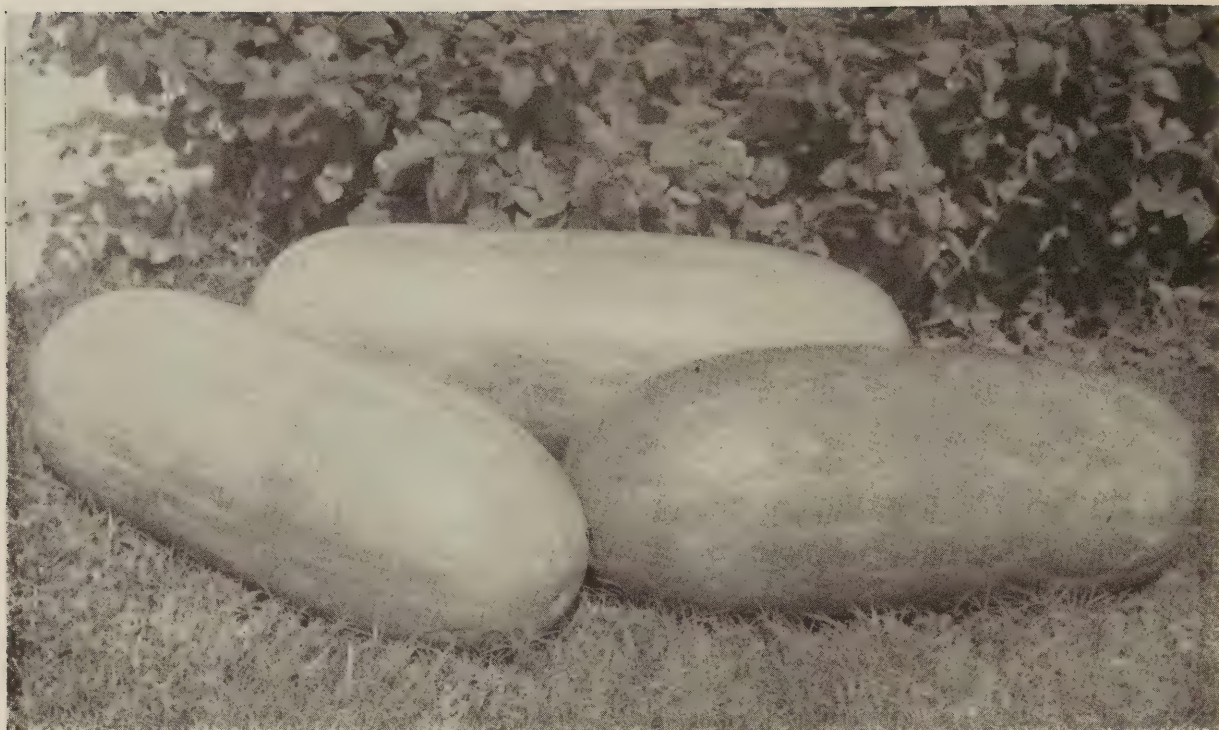
Due to advance cost of production, coupled with increased postage rates, we are forced to reduce the amount of seed in our 25c packages to $\frac{1}{2}$ oz. of seed per package postpaid. Should your order include as much as $\frac{1}{4}$ lb. of any variety of seed other than 25c packages, you pay postage on the full amount. If your order contains Hotkaps, Raydones, Black Leaf 40, Sperguson Seed Treatment,

Twist-Ems, ENDOpest, or ENDOWeed, you pay postage on the entire shipment. Please be sure to send enough to cover this charge so we will not have to write you regarding shortage or deduct from your seed. If too much is sent same will be refunded to you in postage stamps wrapped in waxed paper inside your package. Please notice increase in postage rates on page 48.

READ CAREFULLY BEFORE PLACING YOUR ORDER

There will be no refund on seed that has been out of our office more than thirty days from shipping date. We have in a few instances had customers ask to return surplus seed when they had ordered too heavily, anticipating a freeze, and in practically every case it has been too late for us to

resell the seed that season. For this reason we will not accept seed returned for refund that has been out of our office more than thirty days from our shipping date; positively no refund at any time after the seal has been broken on the bag.



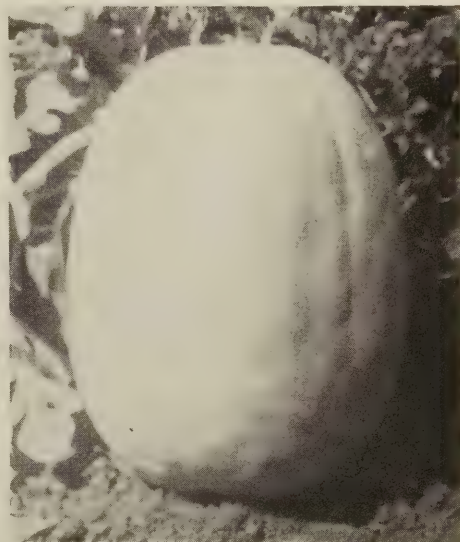
NEW IRISH GREY—Variety No. 13

This is a comparatively new type of Irish Gray, although it has been on the market in a very limited way for the past several years. Perhaps, at one time it was known to you as the "Texas Gray Beauty." This is one of the finest of melons, with deep red flesh, crisp, tender and sweet. The rind is light pea green with slightly darker vein

markings, very tough and stands hauling well. Seeds are large white with black rim and tip. This melon will grow to forty or fifty pounds, very uniform in shape and you will have very little pruning to do. Matures in approximately 90 days. $\frac{1}{4}$ lb. 80c; $\frac{1}{2}$ lb. \$1.40; $\frac{3}{4}$ lb. \$2.05; 1 lb. \$2.50. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

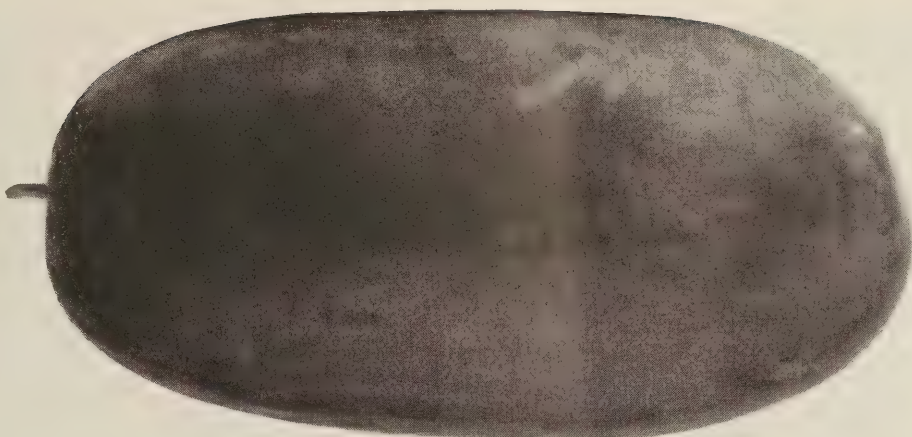
GRAYSTONE—Variety No. 53 **ALL AMERICAN WINNER 1933**

This is our fifth year to grow and list this fine melon which was an ALL AMERICAN WINNER in 1933 and introduced by one of our leading seedsmen. The rind has outside markings of the Stone Mountain, thin and tough enough to ship and haul well. They will grow to 60 pounds under favorable conditions, average maturity ninety to ninety-five days; shape large oval with block ends. It is one of the most delicious flavored, fine textured, sweetest melons we have ever grown. Seeds are white and small, they go a long way when planting. The vines are very prolific and produce a heavy growth, covering the melons well which prevents sunburn. Be sure to try these seeds. $\frac{1}{4}$ lb. 90c; $\frac{1}{2}$ lb. \$1.65; $\frac{3}{4}$ lb. \$2.40; 1 lb. \$3.00. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



BLACKLEE
(Wilt Resistant)
Variety No. 45

This melon has gained in popularity to such an extent in the past few years that it is now being planted quite extensively in practically every melon growing section in the country, and more especially in those areas badly affected with Fusarium Wilt. We recommend this melon as being one of the best Wilt Resistant types, having proved its qualities in this respect in the most heavily infested fields. This is a medium size melon, averaging in weight from 35 to 40 pounds; capsule in shape, running exceptionally uniform, with very little pruning necessary. The rind is dark blue or black-green in color, thin and tough, which makes it quite satisfactory for shipping. The flesh



BLACKLEE (Wilt Resistant)—Variety No. 45

is a rich blood red, very tender, crisp and sweet. Seeds are medium size and black. This melon matures in 85-90 days. Its dark green rind, uniform shape and size makes it very attractive on any market.

¼ lb. 65c; ½ lb. \$1.15; ¾ lb. \$1.65; 1 lb. \$2.00. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



Field view BLACKLEE (Wilt Resistant)—Variety No. 45



THE ICE BOX WATERMELON

← **Variety No. 47**

Here is a watermelon that will fit in your apartment size ice box, slightly larger than a jumbo cantaloupe, very early, matures in 60 days. The flesh is red, excellent in quality, with brown to brownish-black seeds about the size of apple seed. Weight 5 or 6 pounds. ¼ lb. 90c; ½ lb. \$1.65; ¾ lb. \$2.40; 1 lb. \$3.00. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

*"GOOD AS THE BEST AND
 BETTER THAN THE REST"*



Color Photograph—Inside Front Cover

MOUNTAIN HOOSIER—Variety No. 11

Due to the gaining popularity of the "Mountain Hoosier," which we think is one of the very finest of large growing red-fleshed varieties that we have ever produced, it has been necessary to increase the acreage each season for the past few years in order to enable us to meet the demand for this variety of seed.

The Mountain Hoosier is by no means a new melon, having been grown in the Middle Eastern States even before the Civil War. However up until the past few years it has been little known in Texas and adjoining states, but many melon growers are now beginning to become better ac-

quainted with its many high qualities, especially its medium thick rind which makes it a good shipper; also the large tonnage production per acre of this melon, which equals most if not all popular shipping melons. This melon is slightly oblong in shape, with a dark glossy rich green rind which gives it a very attractive appearance. The flesh is a rich deep red, crisp, very sweet and tender, making it an exceptionally edible melon. Seeds are white with slightly black rim and tip. Under favorable conditions this melon will grow to seventy-five and eighty pounds, maturing in approximately 85 days. $\frac{1}{4}$ lb. 90c; $\frac{1}{2}$ lb. \$1.65; $\frac{3}{4}$ lb. \$2.40; 1 lb. \$3.00. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



MOUNTAIN HOOSIER—Variety No. 11

Filed View—Color Photograph Inside Front Cover



"COBB GEM"—Variety No. 59

100 Pound Average

If it's large attractive melons you wish to grow, don't fail to try a few of the "Cobb Gem." We grew them as a trial that weighed one hundred thirty pounds. The ones in the above photograph are one hundred pound average. They are beautiful things, heavy producers, maturing in about one hundred days, seed black, average size, flesh red, cutting

qualities fair, and are grown principally for show melons and to win prizes. We do not know the history of this melon, but have grown and listed it because of repeated requests for the seed. Supply of seed limited. $\frac{1}{4}$ lb. 90c; $\frac{1}{2}$ lb. \$1.40; $\frac{3}{4}$ lb. \$2.40; 1 lb. \$3.00. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

CUSTOMERS—NOTICE AND REMEMBER!

We pay the postage when only 25c packages are ordered. Should your order include as much as $\frac{1}{4}$ pound of any variety of seed other than 25c packages, you pay the postage on the full amount. If you send too much postage, same will be refunded to you in postage stamps in your package of seed, wrapped in wax paper.

Please remember there has been an increase in postal rates. I would advise you, whenever it's just as convenient, to order your shipment made by railway express and you can pay the shipping charges at your end of the line and, too, the package is automatically insured up to fifty dollars without additional cost.



"WORK ROOM"

Two of our very efficient ladies carefully weighing and heat sealing one pound Cello bags getting a 2,000 pound shipment ready to be shipped out. Although we get hundreds of orders each day during the

busiest part of our season, these girls are never rushed and work in a room where quiet must prevail and no visitors allowed to distract their attention from their work.



WILLHITE'S IMPROVED JUMBO TRIUMPH—Variety No. 18

This is a slightly oblong melon, color very rich dark green with slight mottled effect shown on some of them, but nothing that could be called a stripe. Its flesh is red and unlike the old type of Jumbo. Its cutting qualities are good. Seed are black. We have by careful seed selection during the past twenty years, greatly improved this melon. Its cutting qualities are far ahead of the old type. They will ship crated anywhere. Many

Jumbos that weigh more than one hundred pounds are shipped from Parker County via express every year. It ripens 10 days later than the Watson, or in about 100 days. They come in at a time when there are but few other melons on the market. If you want to astonish your neighbors, plant a few acres and you will have them coming for miles around to see them. $\frac{1}{4}$ lb. 80c; $\frac{1}{2}$ lb. \$1.40; $\frac{3}{4}$ lb. \$2.05; 1 lb. \$2.50. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

\$50.00 IN PRIZES GIVEN FOR PHOTOGRAPHS USED

We want photographs for our catalog. We want them from customers who planted our seed and from photographs made of melons grown from our seed. For the best photograph (NOT KODAK) of largest melons grown from our seed and used in our THIRTY-FIRST annual catalog we will give

\$25.00 worth of any seed quoted retail in this catalog. As second prize we will give \$15.00 worth and as third prize \$10.00 worth. This applies only to the largest melon grown and to the best views of whole fields of melons. Do not write on photograph. Write a separate letter stating weight and all information you are able to give.

TEXAS GIANT Variety No. 10

This is the leading shipping melon, having created quite a sensation among most of the melon growers, due to its ability to produce an exceptionally heavy yield of choice market melons per acre. We produced the enormous amount of 30 tons per acre in our seed fields this past season, hundreds of those melons weighing up to seventy-five pounds each and many weighing up to ninety pounds. This melon is nearly round in shape with stubby or nearly flat ends. Its



TEXAS GIANT—Variety No. 10
(See Color Photograph inside back cover)

rind is medium thick, very tough and hard, dark bluish green, even colored and smooth. The flesh is a deep blood red and when fully ripe is free of strings, very crisp, tender, sweet and full flavored. The seed are grayish black. This melon looks very much like the Clara Lee or Florida Giant, however the flesh is of a finer texture than that of the Clara Lee. Vines grow very vigorous and load up quickly with fine smooth neckless melons. It ripens along with the Clara Lee, however, we think the quality is much better. Like the Florida Giant it must be allowed to stay on the vine until fully ripe, before it is really good and it will stay on the vine for weeks after ripening and still cut good. You can be well assured that there is no better shipper than the "Texas Giant." $\frac{1}{4}$ lb. 65c; $\frac{1}{2}$ lb. \$1.15; $\frac{3}{4}$ lb. \$1.65; 1 lb. to 5 lbs. \$1.95; 6 to 9 lbs. \$1.90; 10 lbs. and over \$1.85 plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

PRICE SHEETS, ORDER BLANKS AND ENVELOPES

Should you misplace your price sheet or need extra order blanks and our self-addressed envelopes they will be sent you upon request.



TEXAS GIANT—Variety No. 10 (Field View)
30 tons per acre grown on this field



TEXAS GIANT—Variety No. 10

See Inside Back Cover for Color Photograph—Description Page 16

All prices are quoted for immediate acceptance and confirmation, and all sales made subject to stocks remaining unsold, loss or damage by fire, shortage or failure of crop, stenographic errors and delays and contingencies beyond our control.

NOTICE



THE MILES WATERMELON (Wilt Resistant)—Variety No. 54

This is our third year to grow The Miles Melon, developed especially for its resistance to Fusarium Wilt, and after this fourth crop which was planted on land badly infested with wilt, with not one vine showing any signs of the disease we do not hesitate to recommend it to growers who have experienced difficulty in raising watermelons on their farms because of wilt and who want a high quality variety. This melon is oblong, very similar to the Florida Giant in shape. The rind is a bright green, with a somewhat darker green stripe and occasional almost greenish cream mottling, is thin, tough and apparently will stand ship-

ping if care is exercised in handling. The flesh is bright-red with a smooth texture and an excellent flavor being very high in sugar content. Under favorable conditions and careful pruning they will grow up to 45 pounds each, however, the uniform average of this melon is 20 to 30 pounds. It has the same ripening season as the Dixie Queen and the seeds are very similar both in size and color. Its high quality, general adaptability to growing conditions and resistance to Fusarium Wilt lead us to urge all growers to try a few of these seeds this year. $\frac{1}{4}$ lb. \$1.05; $\frac{1}{2}$ lb. \$1.90; $\frac{3}{4}$ lb. \$2.80; 1 lb. \$3.50. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



WILLHITE OFFICE AND CLEANING PLANT, POOLVILLE, TEXAS



CERTIFIED BLACK DIAMOND—Variety No. 17

**WILLHITE'S
OKLAHOMA GROWN
CERTIFIED
BLACK DIAMOND
Variety No. 17**

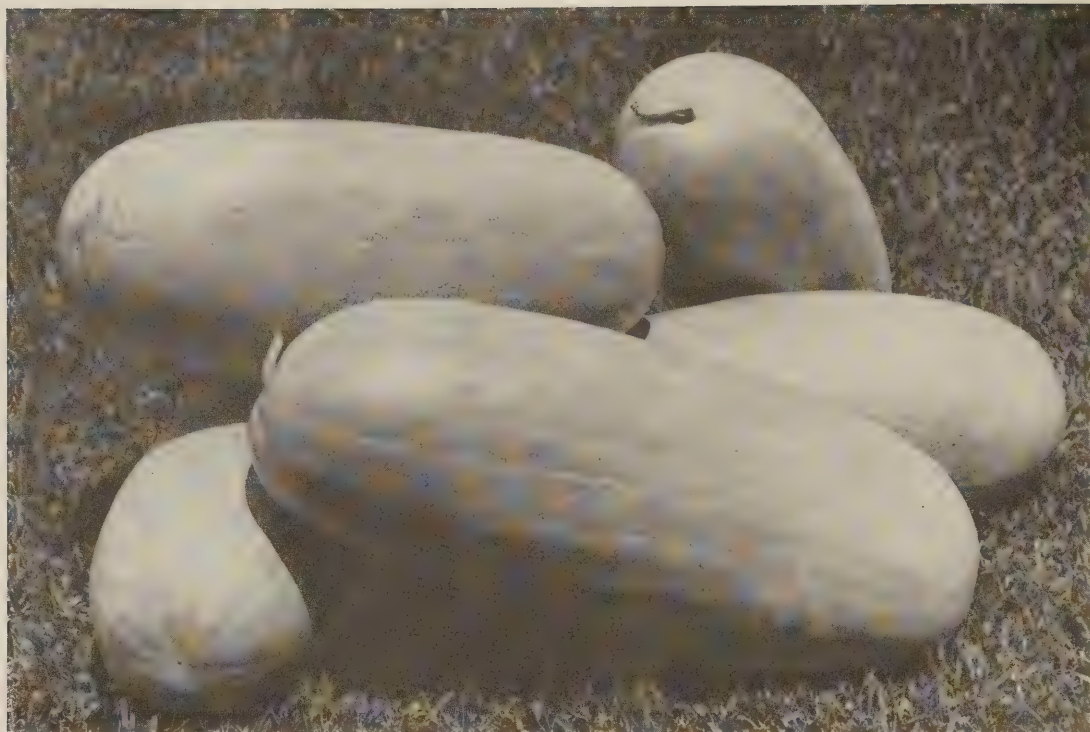
We will continue to grow a few hundred acres of Certified Black Diamond, in the state of Oklahoma, (as we have done for the past several years), due to the fact there is a certain demand for seed grown in that state, we having built up a good trade on this seed before a certification program was established in Texas. The stock this seed is grown from was originally our stock. These fields are inspected by the state inspectors to see that they conform with the state inspection laws, as well as by us and our inspectors, which gives you double protection, usually not found in certified seed. They were well isolated, even further from any other watermelons than the cer-

tification program calls for. Grown on rich sandy loam, with background of timber which in our opinion serves better than distance to halt or stop insects that are the prime cause of mixture.

These seed come to you in one, five and ten pound sealed bags, already treated with Sperguson Seed Treatment. We cannot break the seal on a bag to ship you a smaller amount than one pound, so please do not order less than this amount. This seed should be ready for shipment shortly after December 15, 1952. We will be pleased to accept your early booking and ship the seed at a later date. 1 lb. bag \$2.35; 5 lb. bag \$2.30 per lb; 10 lb. bag \$2.25 per lb.; over 10 lbs. \$2.10 per lb. All plus postage. Remember no 25c packages on these seed.



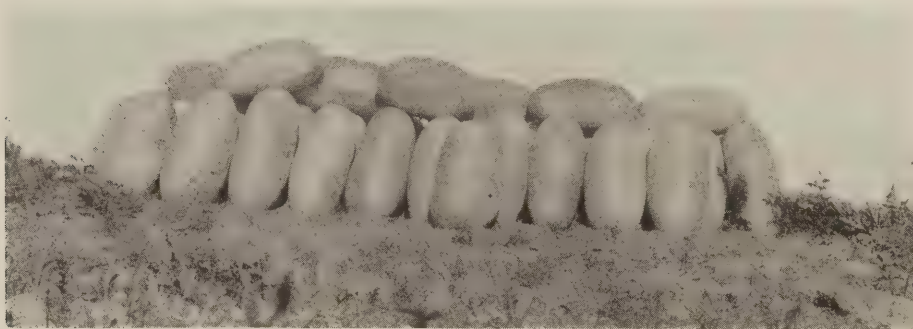
CERTIFIED BLACK DIAMOND—Variety No. 17



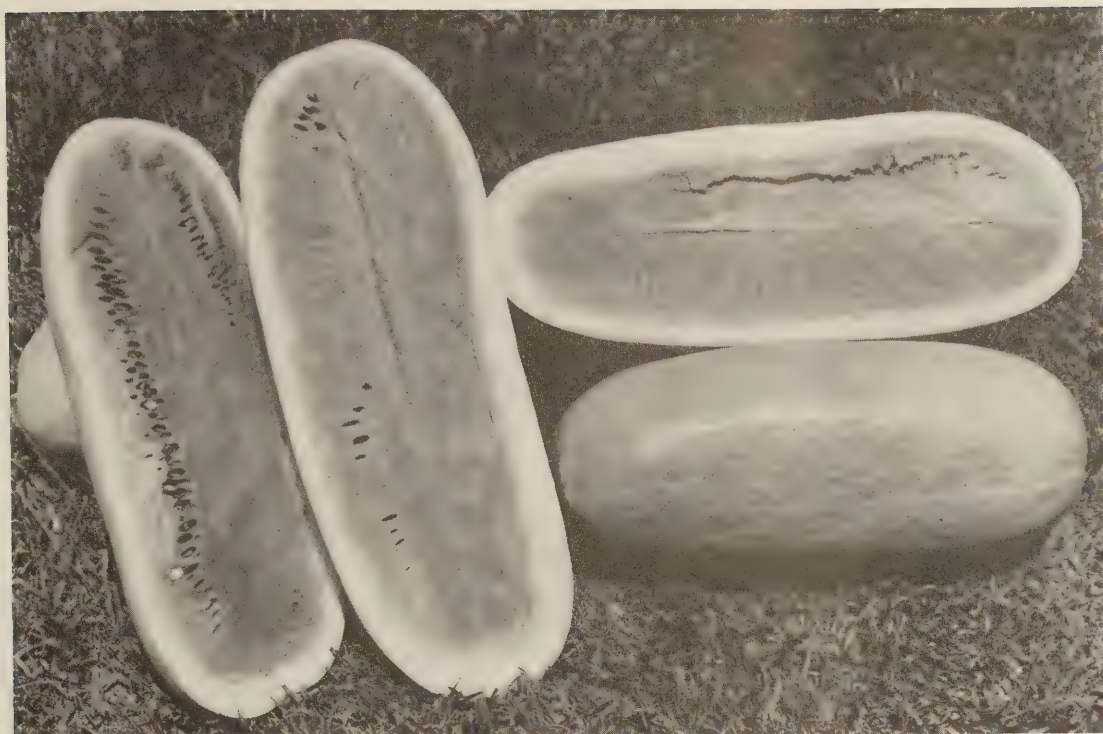
THE SUGAR LOAF MELON—Variety No. 9

The Sugar Loaf is a long melon with a pea green rind; seeds are white and blood red flesh. It grows very large, often weighing more than one hundred pounds, yet the cutting qualities are beyond reproach, which is very unusual in an extra large melon. They are very hardy and prolific. Flesh is fine grained, very tender and sweet. When they get a little over-ripe, instead

of turning to water, as most others do, the flesh is grainy like sugar. It stands hauling well, the rind being thin and tough. You will find no hard hearts in this melon. It matures in about 80 days. We advise you to order these seed early as we have never been able to grow enough of them to supply the ever-increasing demand. $\frac{1}{4}$ lb. 90c; $\frac{1}{2}$ lb. \$1.65; $\frac{3}{4}$ lb. \$2.40; 1 lb. \$3.00. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



SUGAR LOAF DEAD RIPE READY FOR SEEDING



THE SUGAR LOAF MELON—Variety No. 9

This photograph is made of the same melons on the opposite page (20) showing the high quality of the blood red flesh, see prices on page 20.

WARRANTY

The Willhite Melon Seed Farms warrants, to the extent of the purchase price, that seeds sold are as described on the container, within recognized tolerances. Seller gives no other or further Warranty, express or implied.

THE NEW CUBAN QUEEN—Variety No. 22

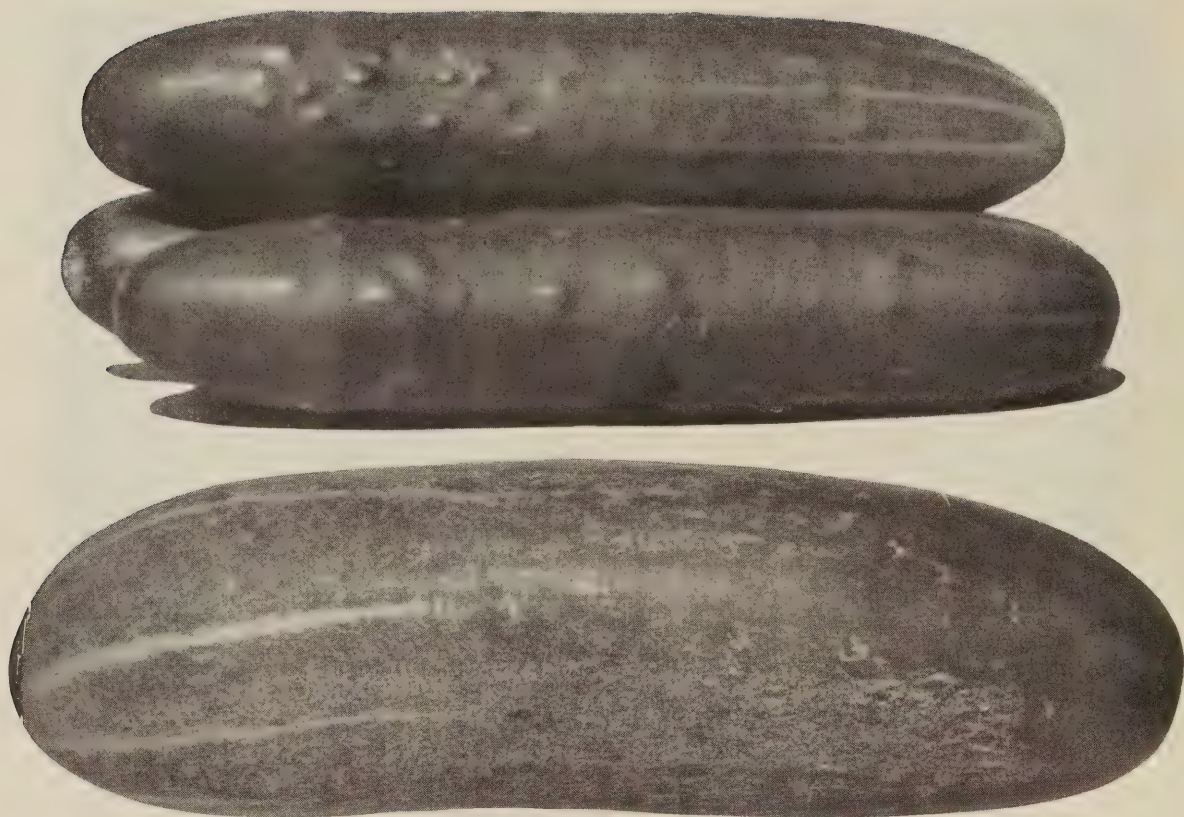
See Color Photograph Inside Front Cover

The New Cuban Queen is a highly improved strain of the old Cuban Queen, hardly as long in shape as the old variety, it being slightly oblong and growing very large, many of the melons will weigh up to 80 and 90 pounds each. This is an exceptionally showy and attractive melon with light green rind and a darker mottled green stripe, the rind is medium thin and tough enough to ship

anywhere. The flesh is bright red, crisp and very delicious. You will find this melon to be mostly heart, ripening uniformly clear through. Seed are small, white and set close to the rind. Due to adverse weather conditions this season in the locality where these seed were grown, we can supply you with 25c packages only. LIBERAL PACKAGE, ANY VARIETY, 25c.

Insist on Willhite's Seed. You Will Appreciate the Difference.

"Good Pure Seed from Grower to Grower"



COLORADO CUCUMBER—Variety No. 37

See Color Photograph Page 24

Grown in our garden weighing three pounds, measuring 13 inches long and 11½ inches around, perfect shape, they were planted where an old chicken house had been. They received the benefit of well-rotted chicken droppings, which has proved to be the best fertilizer possible for use on them. We have never before seen so many cu-

cumbers grown on one small plot. Even in fruit as large as the above the seed remained small and tender, due to the variety, quick growth and heavy production. Don't fail to order at least a twenty-five cent package of this seed. ¼ lb. 75c; ½ lb. \$1.35; ¾ lb. \$2.00; 1 lb. \$2.25. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



NEW HAMPSHIRE MIDGET—Variety No. 57
All-American Gold Medal Winner

NEW HAMPSHIRE MIDGET

Variety No. 57

ALL-AMERICAN GOLD MEDAL WINNER

Truly a "MIDGET" watermelon, introduced by Dr. A. F. Yeager, University of N. H. This melon has a greyish white rind similar to Hawksbury. Matures in about 60 days making it adapted to northern states. Heavy producer and no larger than good size cantaloupe. Can be stored in your refrigerator for cooling as you would other vegetables. Juicy red flesh that is solid with sizable black seed. ¼ lb. \$1.15; ½ lb. \$2.15; ¾ lb. \$3.15; 1 lb. \$4.00. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



"CONGO"

CONGO—ANTHRACNOSE RESISTANT (USDA-46-40)

The Congo was developed at the Regional Vegetable Breeding Laboratory of the U. S. Department of Agriculture at Charleston, S. C., by Drs. C. F. Poole and C. F. Andrus. Seed of this variety, then known only as USDA-46-40, was offered for increase in October 1948 and from this source we obtained our original stock seed. The name Congo was given this new variety to symbolize the continent from whence it obtained its resistance to Anthracnose. The African variety, after being crossed with the "Iowa Belle," was inbred for a number of years. This inbred line was crossed with the Garrison watermelon in 1941 by Dr. C. F. Poole. Selections from this cross being made over a number of years by Dr. C. F. Andrus, we now have the "Congo" which is definitely resistant, but not entirely immune to Anthracnose. However, this is the only watermelon that we know of that has this trait. It is susceptible to Downy Mildew and Fusarian Wilt and growers are urged to

give it the same protection by dusting or spraying that they would give other varieties.

The Congo is a large, semi-long or blocky end type of melon that matures in 90 days. The rind is very tough, dark green in color with a darker green stripe; flesh is deep red, very solid with a medium grain. This melon possesses total solids of 12 per cent (mostly sugar). The seed are slightly smaller than the Watson seed, light tan with side pattern of darker tan. It has been proven, as a result of commercial plantings, that the Congo is vastly superior to the other common varieties in regard to breakage during shipment. However, care should be taken in loading as it is not immune to bruising. We grow them to weigh 70 pounds. ¼ lb. 80c; ½ lb. \$1.40; ¾ lb. \$2.05; 1 lb. \$2.50. Certified Congo \$3.00. SPECIAL STOCK, 1 lb. sealed bags, \$4.00. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



COLORADO CUCUMBER—Variety No. 37

See full description on page 22



TEXAS RESISTANT NO 1

VARIETY No. 46—See full description on page 35.



**WILLHITE'S FAMOUS WATSON
Variety No. 24**

See full description on page 5



DESERT KING—Variety No. 1

See description page 33



MISSOURI QUEEN (WILT RESISTANT)—Variety No. 52

This is our fifth time to list the MISSOURI QUEEN (WILT RESISTANT) although it has been on the market for some six or seven years. This melon was developed out of the Dixie Queen and is very, very similar to it in almost all respects. It has an exceedingly high degree of resistance to wilt and

its production characteristics are almost identical to that of the Dixie Queen; medium early, maturing in about eighty days. The rind is thin and tough, light green with darker stripes; flesh, bright red, tender, crisp, and well flavored. $\frac{1}{4}$ lb. 80c; $\frac{1}{2}$ lb. \$1.40; $\frac{3}{4}$ lb. \$2.05; 1 lb. \$2.50. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



PERFECTED PERFECTO—Variety No. 33

See full description on page 38



MOUNTAIN SWEET—Variety No. 60

The Mountain Sweet—Variety No. 60, is an old timer as far as watermelons are concerned and does not need much introduction. It is of the round type slightly oblong. The outside coloring moderately green with darker stripe intermingled with mottled shades of green; medium tough rind 1 to 1½ inches thick at the stem end and much thinner at the blossom end. Flesh deep red, crisp and of high quality both for texture and taste; 10 to 12

per cent sugar content which is good for melons that will grow to a large size, which they will do. Seed large, some mottled and black that make an excellent appearance with the deep red flesh; 90 days to maturity. This photograph is not a good one and does not do the melon justice. ¼ lb. 90c; ½ lb. \$1.65; ¾ lb. \$2.40; 1 lb. \$3.00. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c. Supply limited.



COLE'S ALLHEART—Variety No. 58

This is a new melon, developed by the man whose name it bears. It is mostly heart, deep red flesh, very tender and sweet. The rind is thin and tough, which makes it ship and haul well. The rind is green with darker green stripes, resembling the Queen of Parker, both in shape and color, grows to 70 lbs. under favorable condition, heavy

producer, and early maturing. Our seed came direct from Mr. Cole, and performed beautifully for us here in Texas, although it is our second year to grow this melon.

¼ lb. \$1.15; ½ lb. \$2.15; ¾ lb. \$3.15; 1 lb. \$4.00. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



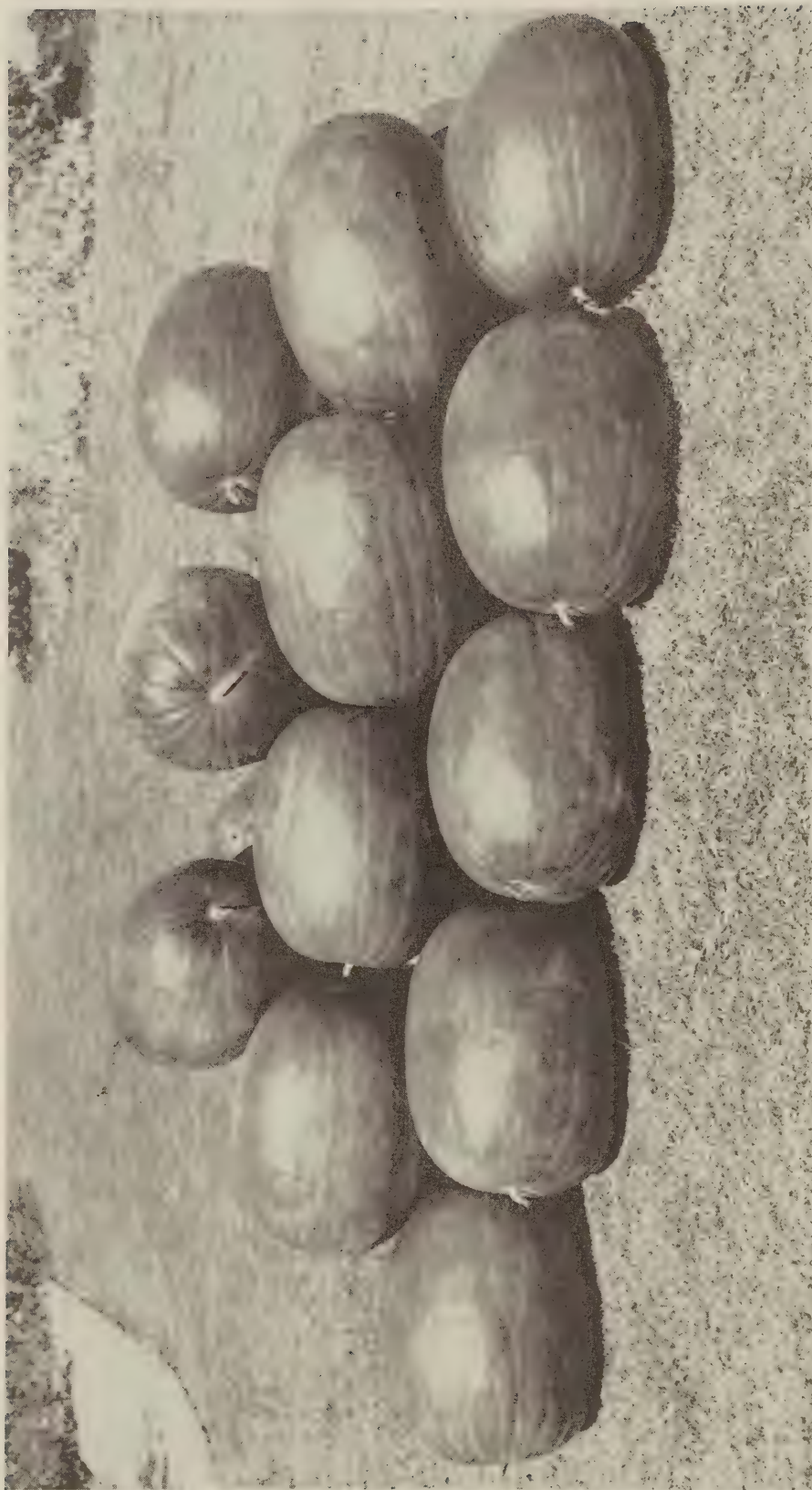
IRONSIDES—Variety No. 56

A New Fusarium Wilt-Resistant Variety

IRONSIDES: A new release from Florida Experimental Station and United States Regional Vegetable Breeding Laboratory in South Carolina. A Wilt-Resistant early maturing variety; 35 pound average. Requires very little pruning due to the fact it does not set fruit heavy as most wilt-resistant varieties do. Rind thin and tough which makes it ship and haul well. It has an attractive appearance both externally and internally, is free from goose necks and blossom end rot and possesses much resistance to sunburn. About the only weakness of Ironsides is its tendency to hollow-heart. This can be avoided to a large degree by picking the melons as soon as they are ripe. Over ripe

melons develop hollow-hearts very rapidly. It is a long dark melon, rind shows a longitudinal ribbing, the dark green skin of Ironsides may show a few lighter colored flecks under certain growing conditions. The ends taper somewhat without being pointed. Deep red flesh is clearly demarked from the rind, is of a very fine smooth crisp texture and free of stringiness. The flavor is excellent, no tendency to white hearts. Sugar content high. Color of seed solid black and small. Our stock seed came direct from Florida Experimental Station. $\frac{1}{4}$ lb. \$1.15; $\frac{1}{2}$ lb. \$2.15; $\frac{3}{4}$ lb. \$3.15; 1 lb. \$4.00. All plus postage. **LIBERAL PACKAGE, ANY VARIETY, 25c.**

YOU CAN'T BEAT QUALITY



TEXAS GROWN CERTIFIED BLACK DIAMOND

80 Pound Average (See Color Photograph Back Outside Cover)

They are as pictured above; glossy, solid, black-green rind; grayish-black seeds; deep red flesh that is crisp and tender. They grow to a very large size often weighing eighty pounds each when properly pruned and weather conditions are favorable. It is a mid-season melon and will stand shipping and hauling any distance any watermelon will. They come Spergon Treated in sealed bags of one, five

and ten pounds. No order filled for less than one pound as we cannot break the seal to ship a smaller amount. To do so would kill the Certification. 1 lb. bag \$2.35; 5 lb. bag \$2.30 per lb.; 10 lb. bag \$2.25 per lb.; over 10 lbs. \$2.10 per lb. All plus postage. Remember no 25c packages on these seed.



Clara Lee Willhite, and her Blue Ribbon Winner Certified Black Diamond Watermelons

See color photograph on front cover

1 lb. bags only (SPECIAL STOCK BLUE RIBBON WINNER) \$2.75, plus postage

After eight years of corresponding with department heads at Texas A & M in regards to Certification of watermelon seed I finally realized my first victory when a meeting was held in January 1950 at College Station, with representatives from the Texas Department of Agriculture. As a result of this meeting, the preliminary Certification standards were drawn up, for recommendation before the State Seed and Plant Board. These proposed standards were formally adopted in July 1950. In the same month some fifteen representatives of interested groups visited the Texas production fields of my farms to make the necessary rigid inspections to determine eligibility of my strain of Black Diamond for registration and Certification in terms of the newly adopted standards. Results of the

inspecion were favorable and my strain was Registered in August 1950. Thus Certification of Texas Black Diamond watermelon seed was developed and pioneered by myself individually whose firm has been engaged in production of quality watermelon seed for 33 years and is one of the largest growers of watermelon seed in the world. Willhite's melon seed are shipped in large quantities from coast to coast as well as world-wide. My modern seed cleaning plant especially equipped to clean and grade watermelon seed, is the only one of its kind in Texas. It removes the light immature seed which are not detectable with the eye and which are inferior seed that lower germination. I also have special equipment for treating all seed before it is shipped, which saves you lots of time and expense trying to treat them by hand.

"OUR CUSTOMERS"

Our customers are a part of our business, and each one is doing us a favor by bringing us his

wants and giving us the opportunity to serve him so that we both may profit.



See color photograph on back cover

CLARA LEE, FLORIDA GIANT, BLACK DIAMOND OR CANNON BALL Variety No. 17

The Clara Lee, Variety No. 17, is an improved strain of the above named varieties. This is a large round melon, with a very glossy black green rind, showing no indication of a stripe in any way. The rind is very thin and tough, making it possible to be hauled any distance any other watermelon can. The flesh is a deep red, crisp and tender; with grayish-black seeds that are rather small in size. The Clara Lee will grow almost as large as the Jumbo Triumph, most of them

weighing upwards of seventy and eighty pounds each, while when grown under very favorable conditions they will weigh as much as one hundred pounds. This is a very hardy melon and will resist drought exceptionally well, almost equaling the Desert King in this respect. It is a mid-season melon, ripening along with the Tom Watson and Texas Giant. $\frac{1}{4}$ lb. 65c; $\frac{1}{2}$ lb. \$1.15; $\frac{3}{4}$ lb. \$1.65; 1 lb. to 5 lbs. \$1.95; 6 to 9 lbs. \$1.90; 10 lbs. and over \$1.85. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

BRANCH OFFICE

Again we call your attention to our branch office at 702 West Josephine Avenue, Weatherford, Texas. Telephone No. 980, either day or night. Mailing Address P. O. Box 85, Weatherford. This office is maintained in order to extend you better and quicker service. Here we are able to receive your letters several times each day and from four to twenty-four hours earlier than at the Poolville office, which has only one pickup and delivery

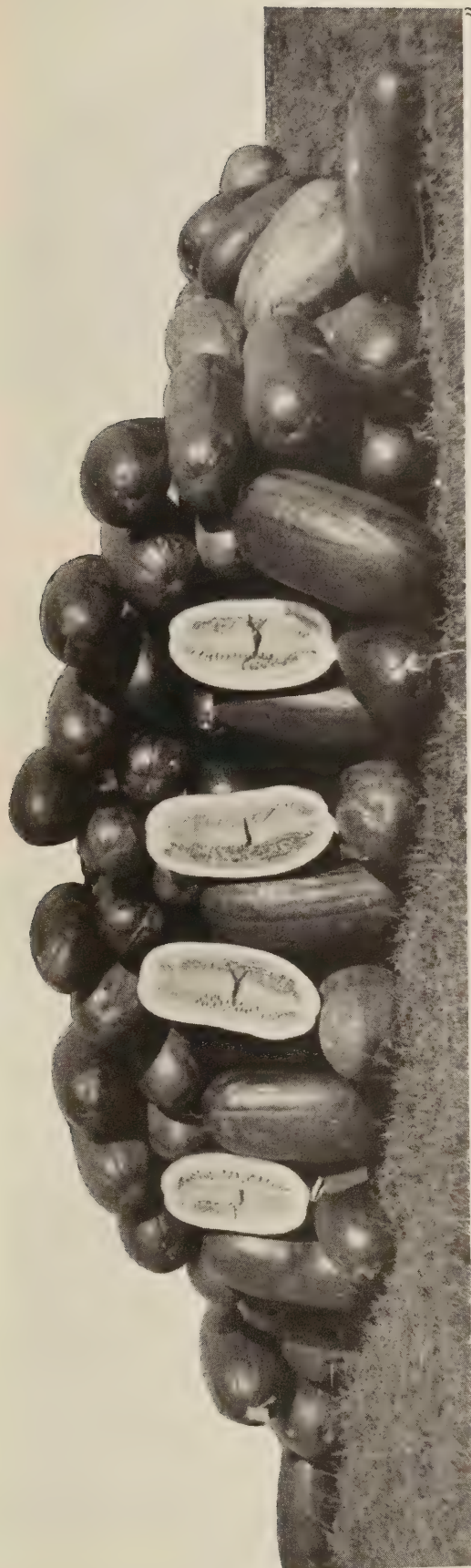
every twenty-four hours. We realize what a few hours may mean to a customer when he has had the misfortune of getting his crop destroyed by freeze, hail or flood.

The main plant will remain at Poolville, which includes our warehouses, cleaning and packing plants. Your orders will be taken care of in the same efficient manner, whether they are received there or at the Weatherford office.

OUR THIRTIETH ANNUAL CATALOG

This catalogue is our salesman. Much time and effort has gone into its preparation, and it contains valuable information, not only in regard to seed

but also as to how melons may be successfully grown.



THE WONDERMELON OR BLUE WONDER—Variety No. 16

This is a different melon from the Willwhite Wonder. It is quite similar to the Improved Kleckley Sweet, but grows very much larger and its flesh and rind is firmer. A very fine variety from every viewpoint. It has a green-black color and is exceptionally handsome in appearance. They grow up to sixty pounds and mature in about eighty days. This melon is one of the best sellers for local markets of all the red flesh varieties. They

are vigorous and prolific, also very productive, grows great quantities of big fine dark glossy green melons. The rind is rather thin, but reasonably tough to insure good carrying for short hauls and any market that receives this melon will sell to good advantage. It grows long and thick, seeds are white, flesh deep blood red, juicy and sweet. $\frac{1}{4}$ lb. 65c; $\frac{1}{2}$ lb. \$1.15; $\frac{3}{4}$ lb. \$1.65; 1 lb. \$2.00. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

KEEP THIS CATALOGUE

Be sure to keep this catalogue for future reference. Even after your seed supply has been ordered there will be times when you will wish to

consult it. You may have friends and neighbors who do not have a catalogue and who will appreciate the favor of being allowed to use yours.

THE TENDERSWEET

Variety No. 4 (Yellow Flesh)

Without a doubt this is one of the best and sweetest melons we ever grew. Some people do not like yellow flesh melons, but we consider this the very best melon that grows. They are sweeter than any red fleshed melon. The Tendersweet grows to a very large size, often weighing fifty to sixty pounds and we have grown them to weigh ninety pounds. The rind is a dark green with a very plain mottled stripe of a lighter shade from end to end. The flesh is a golden yellow and very tender. The rind is thick and stands hauling well. A load of



these melons will attract attention anywhere. It is an early melon, maturing about one week ahead of the Watson. $\frac{1}{4}$ lb. 80c; $\frac{1}{2}$ lb. \$1.40; $\frac{3}{4}$ lb. \$2.05; 1 lb. \$2.50. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



Tendersweet, Variety No. 4, dead ripe for seeding



THE TEXAS GOLDEN— Variety No. 2 (Yellow Flesh)

The Texas Golden is a long grey green rinded, yellow fleshed melon of the very finest cutting qualities. Its flesh is a rich golden yellow and as sweet as the best of them. It is an eighty day melon and is a remarkable free bearer. It grows up to ninety pounds under favorable conditions. Its seeds are white with black tips and small. It has a fine, delicate flavor that is all its very own. No other like it. $\frac{1}{4}$ lb. \$1.05; $\frac{1}{2}$ lb. \$1.90; $\frac{3}{4}$ lb. \$2.80; 1 lb. \$3.50. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

**NOTICE—See Page 48 for Parcel
Post Rates**

THE DESERT KING—Variety No. 1



Field View. See Color Photograph, Page 24

THE DESERT KING—Variety No. 1 (Yellow Flesh)

THEY POSITIVELY WILL NOT SUNBURN

We have named this new melon the Desert King because of its remarkable ability to grow to perfection regardless of deficient rainfall. It seems to make little difference whether it rains or not. Once the plants are out of the ground it goes right on growing. It is round to slightly oblong. Its rind is a light pea green color. The flesh is deep rich golden yellow with jet black seeds. It is very sweet

and tender inside. Its rind is medium thin and tough enough to stand hauling well. It is a medium late variety, coming along with the Florida Giant about eighty-five days after planting. It has the ability to lie on the vine a month or so after ripening and still hold its good qualities and remain free from sunburn. $\frac{1}{4}$ lb. 90c; $\frac{1}{2}$ lb. \$1.65; $\frac{3}{4}$ lb. \$2.40; 1 lb. \$3.00. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



DESERT KING—Variety No. 1

"WILLHITE'S SEED ARE EQUALLED BY FEW AND SURPASSED BY NONE"

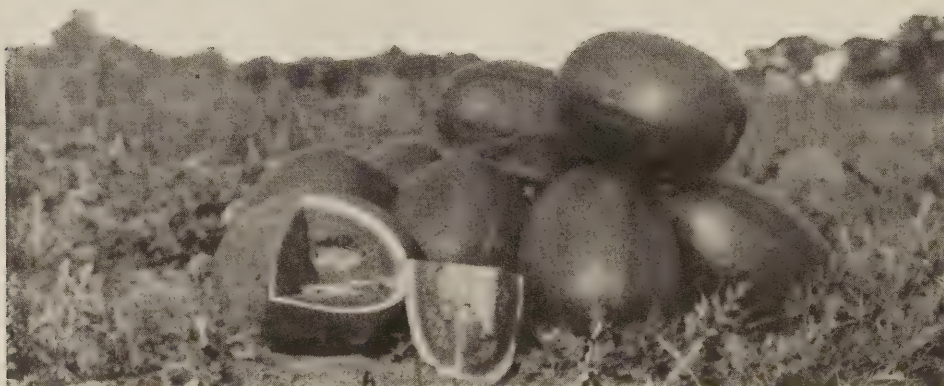


QUEEN OF PARKER—Variety No. 5 (Yellow Flesh)

This melon is one of the best yellow flesh melons we ever cut. Its shape is a little longer than thick and its flesh is a deep rich golden yellow and very tender and sweet. The seeds are black and it has a dark green rind with mottled green stripe. The Queen of Parker is the largest of all the yellow fleshed melons. It has the largest heart of all the melon family. Many make the mistake of taking it from the vine before the heart is fully ripe. Leave it on the vine until the heart is as yellow as the meat around the seed, then you really

have one that is good to eat. On account of its having an extra large heart, it takes the heart longer to ripen. They grow fully as large as the Florida Giant or Jumbo Triumph. There were hundreds in our seed fields this year that weighed from seventy-five to one hundred pounds. It is a wonderful drought resister and produces a crop almost without rain. It seems it is immune to wilt and other melon diseases, and not a hard center was found in the entire crop. $\frac{1}{4}$ lb. 90c; $\frac{1}{2}$ lb. \$1.65; $\frac{3}{4}$ lb. \$2.40; 1 lb. \$3.00. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

YELLOW FLESH BLACK DIAMOND—Variety No. 51



This is a new watermelon exactly like the red flesh Black Diamond, as to shape and size, in fact you cannot tell them apart until you cut one and find the tenderest, sweetest, most delicious yellow flesh you have ever eaten; the seeds are grayish black and rather small; the rind is very thin and tough and can be hauled or shipped any distance. It is a mid-season melon, with a smooth, shiny,

glossy black green rind. They will grow to sixty and seventy pounds under favorable conditions. There will be about one half of one per cent cut slightly pink, due to the type not being firmly established, which is not enough to cause complaint. When ordering be certain to give the VARIETY NO. 51, so that the order will not become confused with the red variety. $\frac{1}{4}$ lb. \$1.15; $\frac{1}{2}$ lb. \$2.15; $\frac{3}{4}$ lb. \$3.15; 1 lb. \$4.00. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



**SOLD
OUT
FOR
THE
SEASON**

OLD TIME TENNESSEE MUSKMELON—Variety No. 30

The Tennessee Muskmelon, shown above, is one of the largest, if not the largest muskmelon grown. We grow them here on our farms to weigh upwards of forty pounds each. They are long and corrugated, exceedingly fine flavored and are so smelly that one can be easily found in the dark. Our seed for this type was obtained from Tennes-

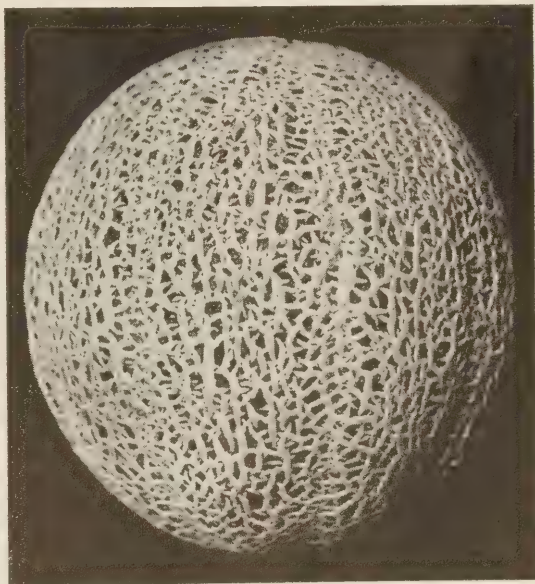
see, where they are planted widely for home and local market. Besides being very palatable when fully ripe, this giant muskmelon is quite a curiosity, attracting widespread attention when displayed on your roadside stand. ¼ lb. \$1.40; ½ lb. \$2.65; ¾ lb. \$3.90; 1 lb. \$5.00. All plus postage. ¼ oz. package 25c.

TEXAS RESISTANT No. 1 CANTALOUPE — Variety No. 46

(Aphid and Downy Mildew Resistant)

This Aphid and Downy Mildew Resistant Cantaloupe is fast becoming one of the most popular cantaloupes on the market. The vine is stout and vigorous, not unusually large but having dense foliage that covers the fruit well and protects them from sunburn. Leaves are thick and of a characteristic shape and color unlike those of the common Hale's Best strains. The persistence and longevity of the vines are unusual and the plants will remain green, even in the absence of disease and insects, long after the vines of the Hale's Best strains have died. Drought and unfavorable soil conditions affect the vines very little and they still have the appearance of full vigor after the removal of the first fruits, setting new fruit in a very short time. The fruit is a desirable size, about 4½ to 5½ inches in diameter, running larger when planted in the spring than from fall plantings. Netting is moderate, the rind firm and will usually withstand shipping when harvested in full slip but not fully ripe. Flesh is a rich salmon color with a fine firm texture. The flavor is sweet and slightly musky. The seed cavity is rather small, seeds compact and few in number. Matures in about 85 days on early plantings, and 60 days on late plantings.

The variety is very prolific, almost always producing a good crop, sometimes at the rate of 500 bushels of ungraded cantaloupes per acre from



TEXAS RESISTANT No. 1—Variety No. 46
See Color Photograph Page 24

either spring or fall seasonal plantings. ¼ lb. 60c; ½ lb. \$1.05; ¾ lb. \$1.45; 1 lb. \$1.75. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



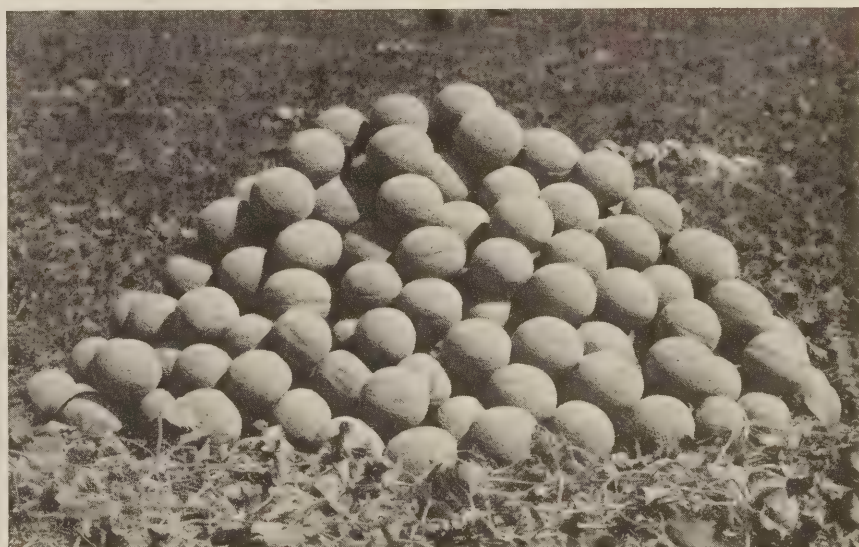
MILDEW RESISTANT NO. 45 CANTALOUPE—Variety No. 32

The vines of this introduction are entirely free of any mildew and highly disease resistant. In some fields for a comparison and test purposes, other Rocky Ford varieties were planted by the side of the Resistant. In these fields the non-resistant strains were immediately killed by mildew, while the Resistant intertwined with them showing no mildew infection whatever. The production and shipping qualities are due to the fact the No. 45 must be picked on a FULL SLIP and will then carry to the far distant markets, arriving in perfect condition. It has won its fame for being the most popular of the Mildew Resistant Strains;

in other words, as a shipping melon, it is unexcelled. The No. 45 has a thick salmon colored flesh; is well flavored. However, the flesh is not as fine grained, neither is the flavor equal to that of the Improved Hale's Best Strains. They run largely to the Jumbo type. The melon has a reasonably small seed cavity and is perhaps one week later in maturing than the Hale's Best. If you want a melon with proven shipping and carrying qualities, a melon that **MUST** be **VINE RIPENED**, we advise giving the Mildew Resistant No. 45 a trial the coming season. ¼ lb. 65c; ½ lb. \$1.10; ¾ lb. \$1.60; 1 lb. \$1.90. All plus postage. **LIBERAL PACKAGE, ANY VARIETY, 25c.**

NEW IDEAL CANTALOUPE—Variety No. 28

Another improved strain of the Hale's Best. By careful selection this improved strain of Hale's Best has become another of the outstanding melons in districts where a large uniform early melon is desired. On an average, they produce within eighty days from date of planting. Have an unusually healthy vigorous vine and very prolific. The melons run strong to jumbo in size and oval in shape; practically all solid net; the flesh is a deep salmon color; has an excellent flavor, small seed cavity and fine shipper. We strongly urge you to give this melon a trial and feel confident you will be more than pleased with the appearance, uniformity, size and yield at harvest time, due to the fact it is



adapted to nearly all melon growing districts in the county, where a Jumbo melon is preferred. ¼ lb. 65c; ½ lb. \$1.10; ¾ lb. \$1.60; 1 lb. \$1.90. All plus postage. **LIBERAL PACKAGE, ANY VARIETY, 25c.**



HALE'S BEST—Variety No. 36

HALE'S BEST Variety No. 36

We believe this to be the best early shipping cantaloupe that has yet been introduced. It ripens in eighty-five days, highly flavored, beautiful solidly netted, little if any suture and no ribs. The rich spicy salmon flesh is deep fine grain and holds up well for long distance shipping. Fruit $2\frac{1}{2}$ to 3 pounds, very uniform in size, have slightly oval shape. Wherever cantaloupes are grown, we recommend this melon to the melon growers, for north where the seasons are short; for the south to be the first on the market with a real good cantaloupe. $\frac{1}{4}$ lb. 60c; $\frac{1}{2}$ lb. \$1.05; $\frac{3}{4}$ lb. \$1.45; 1 lb. \$1.75. All plus postage. **LIBERAL PACKAGE, ANY VARIETY, 25c.**

CUSTOMER'S NOTICE

If full amount of postage charges are not sent along with order, we will deduct the amount of

such carrying charges from amount of seeds ordered as we do not pay these charges.

POLLOCK 10-25 ROCKY FORD Variety No. 35

We consider this the finest strain of Rocky Ford to be had. We obtained our planting seed direct from Rocky Ford, Colorado, the home of this cantaloupe. Our strain is absolutely pure. Ours is known as the goldlined No. 10-25. This melon

was first introduced a few years ago in a commercial way and has proven generally satisfactory; you will make no mistake in ordering the seed for your commercial crop. $\frac{1}{4}$ lb. 65c; $\frac{1}{2}$ lb. \$1.10; $\frac{3}{4}$ lb. \$1.60; 1 lb. \$1.90. All plus postage. **LIBERAL PACKAGE, ANY VARIETY, 25c.**

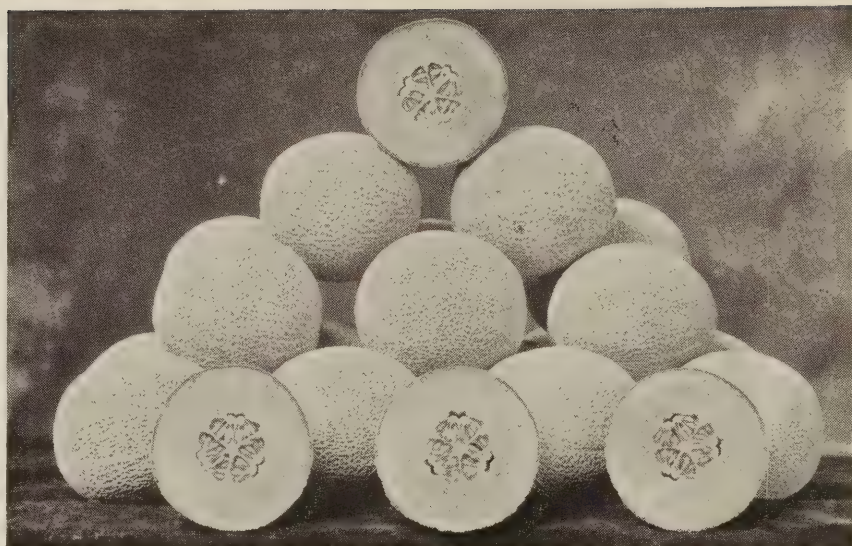


POLLOCK 10-25 ROCKY FORD CANTALOUPE—Variety No. 35

PERFECTED PERFECTO CANTALOUPE

Variety No. 33

The Perfecto ripens evenly and for a long period; melons run fairly large, up to twelve pack Jumbo flat, very uniform in size; coarse, solid heavy net, being perfect in appearance. The flesh is a very dark salmon color, fine grained and of excellent flavor; the seed cavity averages much smaller than any other Rocky Ford varieties, the rich colored flesh extending to the rind. The vines make an extra strong vigorous growth, and are highly disease resistant. Due to this fact, hills should be spaced further apart than other cantaloupe varieties. For late maturing melon, we urge you to plant the



See Color Photograph—Page 25

Perfected Perfecto, and we are positive that a trial will be convincing. Our stock comes direct from Rocky Ford, Colorado. $\frac{1}{4}$ lb. 65c; $\frac{1}{2}$ lb. \$1.10; $\frac{3}{4}$ lb. \$1.60; 1 lb. \$1.90. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

ABOUT C. O. D. ORDERS

A deposit of 25% of the amount of the order, before we make shipments, is required on all shipments requested to be sent C.O.D. This amount is returned to you if the order is not accepted.

CANTALOUPE CULTURE

We recommend one pound of seed per acre, spacing the hills 6 to 8 feet each way, the land being a medium sandy loam, cultivating deep with the first plowing, gradually getting shallower with each cultivation as the vines grow larger. Cultivate often, keeping the field free of weeds

and grass at all times. Plant 12 to 15 seeds to the hill, thinning to two of the healthiest plants when they have four to five leaves. Cover the seed with about one inch of soil gently tamped, planting when all danger of frost in your locality is past.



SCHOON'S HARD SHELL CANTALOUPE OR MUSKMELON

Variety No. 50

Large growing hard shell cantaloupe or muskmelon, weight from 3 to 4 pounds. Slightly oval, faint ribbing with abundant coarse netting; skin grey green, becoming pale yellow at maturity, tough and hard; flesh deep salmon, medium thick, fairly solid, juicy, good quality. Very resistant to worms. Very dependable home garden and local market type; not suitable for long distance shipping. $\frac{1}{4}$ lb. 65c; $\frac{1}{2}$ lb. \$1.15; $\frac{3}{4}$ lb. \$1.65; 1 lb. \$2.00. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



ORNAMENTAL GOURDS

Variety No. 49

Very unusual shapes and sizes, highly colored. All types ornamental Gourds. Plant them for a novelty as well as home decorations. $\frac{1}{4}$ lb. 65c; $\frac{1}{2}$ lb. \$1.15; $\frac{3}{4}$ lb. \$1.65; 1 lb. \$2.00. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

PURDUE HAWKESBURY—Variety No. 8X (Fusarium Wilt Resistant)

An improved strain of wilt resistant Hawkesbury, developed by Purdue University Agricultural Experiment Station. Of the Irish Grey type, long and sloping toward either end, light green rind with fine veining of green, rind of uniform thickness, flesh deep red, seed black, heavy producer and considered an early melon. We do not have a

photograph of this melon, but in appearance it is exactly as the old type Hawkesbury—VARIETY NO. 8, pictured on page 8 of this book. Our seed supply is very limited, therefore we only have it to fill one-fourth pound and twenty-five cent packages. $\frac{1}{4}$ lb. 90c plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

THE WILLHITE WONDER MELON—Variety No. 21

The Willhite Wonder is a medium long melon with block ends. Color of rind is a dark shade of green. When young it shows a distinct stripe of irregularity, but as it ripens this stripe disappears almost completely. The rind is tough enough to stand hauling well. They grow to enormous size, often weighing up to ninety pounds. Vines grow rank and vigorous. We often have them grow to cover middle twenty feet wide and have grown as much as thirty-five tons per acre that averaged sixty pounds each. Has seed from white to light

brown mottled color. Its flesh is red, very sweet and tender. Date of maturity approximately ninety days. Do not confuse this melon with Wondermelon or Blue Wonder as is so easily done when making out your order for seed. Be sure to give variety No. 21 on order blank.

Our supply of seed is very limited, we only have it for one-fourth pound and twenty-five cent packages. $\frac{1}{4}$ lb. 90c plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

HANDLING

The profits in watermelon growing may be greatly reduced, if not lost, by growers who consider their work finished when the melon is cut from the vine. Melons, although they have thick rinds, have thin skins and are tender. They should be handled with this in mind so as to prevent abrasions, bruises, cuts, gouges or cracks. Any blemish of a melon that breaks the skin opens a way for the invasion by any of a large number of organisms that cause it to rot while in transit. Labor used in harvesting melons should be carefully and thoroughly instructed before they are sent to the fields, that the handling should be done with

care. Smooth out all obstructions such as splinters and nails in your transportation truck or car; see that a good solid false lining is present.

Any bedding used should be perfectly dry, as moist conditions are especially favorable to diseases. Excelsior is one of the best things that can be used, as it is soft, clean and cheap. It should be carefully pulled apart as it is put in place. Melons should never be walked upon, even with the bare feet, during any of the loading operations, the weight causes the melons to crack internally and deteriorate much faster than sound melons.

HOW TO TELL WHEN A WATERMELON IS RIPE

Never press on a watermelon with the palm of the hand to see if it is ripe. To do so bruises the melon and makes it unfit for consumption. A green melon will have a clear ring when thumped, with shiny glossy rind, whereas a ripe melon has a dull dead sound, with not so much sheen and on the

dark rind varieties they are usually a little rough to the feel of your hand, with rind becoming much harder due to the fact they have completed their growth. The quality of many melons is ruined by abuse trying to see if they are ripe. One that is vine ripened is much better in every respect.

USE SPERGON TREATED SEED FOR BETTER STAND

Nearly all soils contain harmful fungi which if not controlled attack the seed and cause what is commonly known as Damping Off. Present also on the surface of almost all seed are certain other fungi and bacteria, which together with the fungi in the soil attack the seed just as soon as they are planted, many times causing a very poor uneven stand and non-vigorous plants. This condition can be offset by the use of Spergon, which you will find present on all the seed that we sell.

Disease organisms are most destructive during cold wet weather that many times prevails in early or slow spring seasons. Under these conditions, many times, the germination of the seed is retarded to such an extent that the whole field will have to be reseeded. Since it is common knowledge that the first load of ripe melons on the market usually brings the highest price, every grower has a tendency to plant just as soon as possible and in order to help insure a uniform stand we strongly urge that Spergon treated seed be used.

Since the use of Spergon usually reduces to a minimum seed decay and Damping Off, yet some few complaints are still had with seed of extremely high germination properties, we have come to the conclusion that many melon growers are covering their seed too deep, especially if planted early while the soil is still damp and cold. We find, after conducting many experiments with Spergon treated seed, at different depths and varied temperatures of the soil, that for best results watermelon seed should not be covered with more than one inch of soil, gently tamped to promote quicker start of germination. If planting by hand, this can be done with a light tap of the flat side of your hoe. If a planter is used, a drag made from a chain, board or a grass bag folded and filled with about ten pounds of dirt tied to both planter feet makes an excellent means of tamping the soil, at the same time placing each seed in the ground at a uniform depth.

SPERGON

Although all the seed we ship out will be treated with Spergon, we have this item for sale for you to treat other field and vegetable seeds in the following size packages. If larger amounts are wanted write for quotations.

SPERGON SEED TREATMENT—PRICES

1-oz. package 25c plus postage.

2-oz. package 40c plus postage.

5-oz. can \$1.10 plus postage.

1-lb. can \$2.50 plus postage.

HOW TO TREAT SEED WITH SPERGON

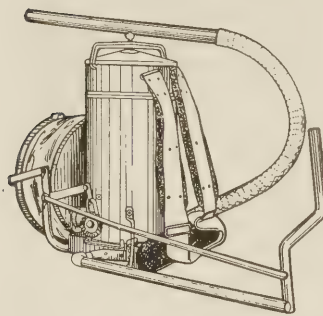
Spergon is extremely safe to use on seed and has never been known to cause injury even when used in excess. It is a yellow powder and very easy to apply. Put seed and Spergon in any clean container with a cover (jar or bucket is good) and shake lightly until seed are thoroughly covered. No need to worry about getting too much, if you do it will do no harm. The seed can be treated several days in advance of planting and will still

have the same good effect. Always wash your hands after treating the seed.

If it's only garden packages that you are treating, tear the corner of the bag and put in a very small amount of Spergon, shake well and plant, which is scarcely any trouble at all.

We have it for sale in the above size packages, if larger amount is wanted, write for prices.

AMERICAN BEAUTY DUSTER



Carried like a knapsack and operated by one man, the 600 - cubic - inch bellows, operated by right hand, develops largest cloud and most powerful blast of any one man duster; power to drive cloud over 25-foot tree, or entirely through large citrus

tree; volume to cover full grown, bush-type grape-vine at one blast; cloud under complete control so no dust is wasted between plants or rows. A 30-inch, wire-inserted, flexible rubber hose permits direction of cloud with ease and at will; two 18-inch lengths of tubing permit operator to reach low-growing plants without stooping; a spreader, when attached to the end of tubing, directs cloud up underneath low-growing plants. Entire top lifts off for easy filling and accessibility for repairs; all parts being interchangeable, worn or broken parts may easily be replaced by operator. Although we do not carry a complete stock of parts, we will be pleased to order parts for your machine if you will send us the number of the broken or worn out part with the model number of your machine. This Duster has a hopper capacity, 15 pounds; net weight, 17½ pounds; shipping weight, 23 pounds. We have them at standard price, \$27.50, prepaid.

PLEASE NOTICE AND READ CAREFULLY

On the pages to follow I have endeavored to outline land preparations, cultivation, fertilization and many other things that I have been asked questions about. However, in following these rules, you must remember to always take into consideration the amount of rainfall in your particular area as too much fertilizer and too much nitrate of soda will cause white hearted melons if you don't get the proper amount of moisture. It is far better to not have enough than it is to have too much and not have the moisture to take care of it. If your soil is heavy it will not take as much fertilizer, or maybe it is already rich and doesn't need as much. Be sure to bear this in mind when making preparations and fertilizing.

PRUNING

The practice of pruning small melons from the vine is strongly recommended. This enables the vine to put its strength into sizing the individual melons and hastening maturity. Generally speaking the sooner the pruning is done, the better. This is usually when the melons are four to six inches long, always leaving the best and most uniform shape melon. Some growers prune down to

a single melon, others leave two, three or four depending on the size they would like to produce, when they have ripened off, you can let others set on and always let a melon stay on the vine until it is ripe. Lots of money is lost by getting to anxious and cutting it before it is ripe.

LAND PREPARATION AND FERTILIZATION

Land should be plowed six or eight weeks in advance of planting because soil plowed just before planting is likely to dry out and result in a poor stand.

About two weeks before the seed are to be planted the furrows should be freshened, the rows layed off, and the fertilizer applied, using from 100 to 200 pounds per acre, the amount depending greatly upon the nature and fertility of your soil and the amount of rainfall received in your particular vicinity. Be sure to put your fertilizer deep enough in the ground that you will not plant directly in the fertilizer as very often this will kill the germination of your melon seed.

The fertilizer should be applied evenly in the furrows rather than only at the check or hills, since watermelons produce an extensive root system, outward as well as the tap root going down six feet or more. The fine feeder roots are the length of the vines, for this reason you should be careful never to cultivate closer to the plant than the vine is long.

After the seed are planted from one to three applications of side-dressing should be applied. In early producing areas, three applications of side-dressing are applied as follows:

1. At thinning time when 4 to 6 leaves appear—nitrate of soda at the rate of 1 to 2 tablespoonfuls per plant.
2. When runners are about 2 feet long, apply nitrate of soda at the rate of 25 to 50 pounds to the acre.
3. When melons are 10 to 12 pounds in weight, an 8-0-8 or similar grade of top dressing at the rate of 75 to 100 pounds per acre. This application can be put down the row middles since the root system will have a spread throughout the entire area by that time.

CULTIVATION

Watermelons should be cultivated much the same as other crops. Any implement may be used that will destroy the weeds and grass, remembering always to cultivate shallow and not close enough to the plants to prune the roots.

When the vines commence to run, they should not be disturbed by cultivation. Cultivation done after the vines have begun to run should be done between the rows and far enough away from the vines so that they will not be disturbed.

It is always desirable to avoid working the vines when they are wet in order to keep the spread of fungous diseases at a minimum.

THE PICKLE WORM OR MELON WORM

This pest seldom reaches any important stage in any area north of Missouri, but south of that line, it is often a difficult problem. It confines its work largely to Squash, Cantaloupe and Cucumber. The adult of this pest is a beautiful moth, with a wing spread of about one inch, brownish in color with a semi-transparent area in the middle of the wing. The melon worm may have three or four generations per year, requiring about a month to pass from the egg to adult stage. It lays small, flat elliptical white eggs, mostly on the blossoms, blossom buds or tender tip growth. Hatching in three to five days the young larvae soon begin their work. Although the damage of the young caterpillars may be considerable to the foliage and blossoms, the greater damage occurs to the fruits; as they become more mature, they bore into the melon, feeding as they bore. Since this is true, arsenical sprays are of very little value, contact poisons, such as nicotine, are also of little value. Therefore, naturally the preventive methods are most effective. The moths being strong fliers rotation of crops is almost futile. But destruction of infested fruits helps throughout the season and prompt destruction of vines and immature fruits after the crop has been gathered will reduce the number of moths to appear next season. Deep plowing during the fall and early winter will destroy many of the hibernating pupae. The above described predatory pest may be known in your particular section as the Cantaloupe Borer.

FUSARIUM WILT

Fusarium wilt is a serious soil-borne disease of watermelons and is not transferable on the seed. The disease cannot be controlled in the field, except by planting wilt-resistant varieties, such as the following: Blacklee No. 45, Hawksbury No. 8, Missouri Queen No. 52, Wilt Proof Kleckley No. 6, Variety No. 19, The Miles Melon No. 54 and Ironsides No. 56.

SEED PER ACRE

We recommend one pound of seed per acre of any variety. There are 4,760 average seed to the pound. This will plant 303 hills twelve by twelve putting about 15 seeds to the hill, there being 43,560 feet in an acre. By putting enough seed to the hill and later thinning to two of the best plants to the hill, the outside plants will act as a protection to the inner plants, which often saves replanting the entire acreage. Thin when the plants have four leaves.

CONTROL OF THE MELON APHIS OR HONEY DEW

The melon aphid is by far the most abundant and destructive aphid affecting watermelons, cantaloupes and cucumbers that we have and very often will be present on some vines far in advance of the grower's knowledge. However the presence of ladybugs or lady beetles and ants about the melon plants is almost a sure sign that the melon aphid is present also. The lady beetles feed on the aphids themselves and the ants upon the honeydew excreted by them. When your vines become badly infested the leaves and young fruit become covered with a sticky coat of this excretion. When this has developed to such a degree that the leaves begin to curl up, the plant rarely recovers enough to make normal growth even if the insects are controlled.

The attack of the melon aphid may occur in the early spring or later, depending upon climatic conditions and may continue throughout the entire growing period. In the South, very often a few of these insects appear almost as soon as the melons are up. From these few great multitudes will develop as soon as the weather becomes warmer.

To control the melon aphid it is necessary to employ a contact insecticide, what is meant by that is some substance that kills when it touches the body of the insect. The effectiveness of a contact dust or spray depends upon the thoroughness of its application. That is the reason that in spraying or dusting for the melon aphid, the underside of the leaf must be dusted as this is where during the day that you will find this insect, only coming out on top of the leaf in the cool of the night hours.

Our method of control for the melon aphid is the use of Black Leaf 40 and lime, applied to the underside of the leaves. This dusting should be done very early in the morning, while the dew is still on your vines, as the dust will have a tendency to cling to the leaf longer when applied at this time. It is very important that you spray early before your plants begin to vine, by killing the very first aphids that appear, you can control this insect much easier. If you begin in time two or three dustings are usually sufficient to hold them in check until the melons mature. This mixture of Black Leaf 40 and lime costs very little, one two-pound can of Black Leaf 40 costs only \$4.50 and when added to 36 pounds of lime will make you 38 pounds of dust that is very deadly to the aphid when applied in the right manner. Get lime at lumber yard. Let us again caution you to begin dusting for the melon aphid very early and do not wait until your vines become large and well covered with honeydew, at which period very little can be done.



BLACK LEAF 40

We have the BLACK LEAF 40 in the liquid form only. That is what we use to mix our dust. 1 oz. bottle, 35c; 5 oz. bottle, \$1.05; 1 lb. bottle, \$2.50; 2 lb. can, \$4.50; 5 lb. can, \$8.90, 10 lb. can, \$13.75. All the above prices plus postage.

TO MIX THE DUST

Mix at the rate of one pound of liquid Black Leaf 40 to 18 pounds of lime, using any kind of heavy can having an airtight lid. Place the lime and Black Leaf 40 in the can, in the proportion given, now put into the can a piece of chain or several pebbles the size of large marbles and thoroughly shake or roll the can until the lime and Black Leaf 40 are thoroughly mixed, as it is most important that the Black Leaf 40 be thoroughly mixed with the lime to make a uniform dust. This mixture will become stronger if set aside for a while and kept tightly sealed. Fill your Duster about two-thirds full of this mixture and remember, dust your leaves from the underside for melon aphids.

SECRET IS SIMPLE

The secret of growing melons is quite a simple one, consisting of hard work and a little common sense together with a few rules to go by. The time to begin next year's crop is this year. The land should first be selected, preferably good deep sandy loam soil, creek bottom land is better if high enough to keep from overflowing. If possible plant this land to Vetch or some other legume that can be turned under while green, getting it plowed under before frost, covering well. If you use barnyard fertilizer get it out by the first of December if at all possible. Well rotted straw makes a very good fertilizer if placed in the row early enough. In fact almost any well rotted organic matter makes an excellent fertilizer if put out at the proper time. One of the most important items in growing watermelons is a well prepared seed bed; a thoroughly pulverized, well cultivated, clean seed bed is almost half the job done in making a crop of melons as far as cultivation is concerned, for the more time spent in preparing and cultivating the seed bed for planting the less time that will have to be spent cultivating your melons after they are up and growing. Where your land lays rolling it is quite a good idea to contour your melon rows to the lay of the land so that each row will act as a terrace. Many benefits may be derived from this, as it will keep your land from washing during hard rains and conserve moisture from light rains or showers during the dryer times. Do not fail to cultivate shallow after the first plowing, care being exercised not to allow

the plow to run deep enough to interfere with the root system, which covers practically the whole of the area between your rows. Many times the feeder roots will travel a distance of twenty feet from the tap root in their search for food. A last word, cultivate often, once each week if at all possible, and plow just as long as you are able to get through the middle without injury to your vines.

HOW TO GROW THE BIG ONES

Keep all the little melons pruned off your vines until they attain size, after they are about eight feet in length, select two of the very best uniform shaped melons, leaving them on the vine, keeping all other melons clipped off until the two selected are full grown and begin to ripen, at which time two more may be selected to leave. Never plant melons on the same land more than one time in five years unless you have deep bottom land, and then not more than two years in succession.

PRUNING NECESSARY

The greatest essential is to use the knife. The plant should not be called on to support more melons than it can mature well. At first, let two well-formed melons stay. When they are about grown, two more can be allowed to start. Never allow a crooked or deformed melon to stay on the vine. A necked melon is a sure sign that the man who grew it did not know his business. If it had been cut off when small, a straight, nice melon could have been set. A crooked melon is just that much loss as it is neither fit to eat nor fit to sell. The amateur grower seems to be afraid to prune the melons from the vine and consequently lets his vine attempt to bring ten to twelve melons to maturity at one time. With 300 to 350 hills to the acre and four to six melons to the hill during the season, the grower can expect from twelve to fifteen hundred melons per acre when the crop is good. Always let a melon stay on the vine until it is ripe. Lots of money is lost by getting too anxious and cutting it before it is ripe.

HOW TO PROTECT YOUR MELONS FROM SUNBURN

Spray or sprinkle common hydrated or powdered lime over the top side of all melons as they near the ripening stage. Perhaps a more efficient but somewhat slower method is to mix the lime with water, using a paint brush, paint the tops of all your melons at the ripening period. Lime applied in this manner has a tendency to stay on your melons better than if applied in the dry form. This pure white lime reflects the heat from the sun's rays thus preventing sunburn.

Watermelon Plant Diseases and Their Control

WILT—Entire plant wilts (at first only during hot part of day), and finally dies. Water vessels in wilted stems appear discolored.

PREVENTIVE—Plant on new land whenever possible. At least do not plant on same land oftener than once in 4 or 5 years. Gather and burn old vines after harvest. Plant resistant varieties such as Hawksbury No. 8, Blacklee No. 45, Wilt Proof Kleckley Sweet No. 6, Variety No. 19, Missouri Queen No. 52, Miles Melon No. 54 and the New Melon Ironsides No. 56.

ANTHRACNOSE—Black spots on leaves and stems. Young fruit becomes dark colored and shrivels when the stem is attacked. Spots on fruits are numerous, large and often of pinkish color.

LEAF SPOT—Small, round, black spots on older leaves near base of stem. These leaves die and drop off.

DOWNY MILDEW—Irregular black areas on leaves. Under moist weather conditions the entire foliage may be killed. Sometimes a faint, purplish, downy growth may be seen on the under side of the infected spots.

TREAT ALL THE ABOVE DISEASES AS FOLLOWS:

A combination of crop rotation, destruction of plant refuse, seed treatment and spraying or dusting are necessary to keep in check these diseases of watermelon.

PARZATE controls Downy Mildew, Leaf Spot, Anthracnose and Leaf Molds.

PARZATE is a powerful fungicide and yet it is mild on plant leaves, so mild in fact that it will not burn or stunt even the most sensitive plants. It comes in liquid or dry form, is a Du Pont product. See your local dealer; if he does not have it write Du Pont, Grasselli Chemicals Dept., Wilmington, Delaware.

BLOSSOM-END ROT—Discoloration and shriveling of the blossom end of melon. Decay progresses inwards. No control methods are known, although the affected melons should be removed from the field to prevent the development of parasitic organisms on them which may possibly infect other fruits and portions of the vine.

COLD, WIND and SAND INJURY

When young plants are exposed to very low temperatures, which do not kill but cause severe damage by stunting to such an extent further growth is slow. Growth is almost entirely stopped, and when further growth occurs it is often in an irregular manner, causing curling of the leaves making them more susceptible to attacks of various

fungi than those in a more normal condition of growth, and are often killed by such fungi.

Strong winds, in March, often whip and tear the leaves severely, drying them out and the torn edges become hard and brittle again making them susceptible to the attacks of fungi. The most serious type of wind injury, however, occurs during fruit setting by whipping off blossoms and injuring young melons until they turn dark and drop off.

BLOSSOMS BUT NO MELONS

The setting of melons is dependent on pollination by insects, usually bees or the striped cucumber beetle, however, temperature and moisture conditions must also be right for satisfactory pollination. High temperatures and extreme dry weather prevailing through much of the growing period may result in poor set of melons, even where plants are grown under irrigation high temperatures might interfere with pollination. "With most plants the proper pollination of blossoms is dependent on a set of conditions, all of which must be just right at blossoming time." All cucurbits, which include melons, squashes, pumpkins and cucumbers, produce separate male and female blossoms, with the former which carry the pollen predominating over the female or fruit-forming blossoms by ten or more to one. A large number of blossoms, therefore, does not necessarily mean a heavy set of fruit. Generally, during the growing season, periods occur when all necessary conditions are right and a normal crop of melons is produced.

ROOT KNOT—Elongated swellings or small, round galls on the roots of plants are common symptoms of the root-knot disease. The causal agent is a small worm, called a nematode, which is scarcely visible to the unaided eye. Plants affected with root-knot are lacking in vigor, stunted, and pale in color. Root-knot galls are ordinarily much smaller and more numerous than the large, more spherical swellings of crown gall. One might confuse root-knots with the nodules on leguminous plants which are produced by the beneficial nitrogen-fixing bacteria. These nodules are easily broken off from the side of the root, whereas nematode galls are swellings of the root itself and cannot be separated from the root. Another eel-worm, the meadow nematode, injures some plants by causing tufts or rootlets without causing galls. The eradication, or even satisfactory control, of root-knot nematodes is not easily obtained. Fields infested with root-knot nematodes should be planted with grasses, cereals, or *CROTALARIA spectabilis* for several years. At the same time, all weeds should be controlled since many of them are hosts for the nematodes. Clean fallow of the soil with frequent cultivation during dry weather tends to reduce the nematode population through drying of the soil and starvation.

STEM-END ROT—May appear in the field through wounds in the melon rind. Most frequent in shipments of watermelons. Infection takes place in the cut stem causing a dark, soft, water-soaked area near the stem. Decay progresses finally shriveling the entire melon.

TREATMENT—When packing for shipment cut off end of stem and paint fresh cut with paste made as follows: Dissolve $\frac{1}{2}$ lb. copper sulphate in $3\frac{1}{2}$ quarts of boiling water (use enamelware vessel). Stir $\frac{1}{2}$ lb. laundry starch into 1 pint of water and add to the above boiling copper sulphate solution, with rapid stirring. Boil until a thick paste is formed. Make up fresh paste for each treatment (a carload of melons requires 1 quart of paste).

HAIL—Hail storms frequently cause heavy damage to various crops. All succulent plants and their fruits such as cotton, corn, watermelons, tomatoes, small grains, are affected. In addition to the above factors too much water in the soil, improper placement of fertilizer and high winds may cause severe and widespread damage to the crop. Little is known definitely concerning the control or treatment of injuries due to unfavorable climatic conditions. Maintenance of favorable soil moisture through plowing under of cover crops or the use of mulch may be helpful in certain cases. Affected plants should be pruned back after the injured parts have become distinct, to force normal growth.

CUCUMBER BEETLES (Both Striped and Spotted)—These bugs are very deadly to most vine plants early in the spring and usually begin to suck them as soon as the plant comes out of the ground. Use a dust spraying machine (any kind). Mix one pound of arsenate of lead with twelve pounds of lime. Spray lightly underneath the leaves early in the morning while plants are moist with dew. Use just enough to slightly white the plant. Spray about every two days until plants are ten days old. After they are that old they cannot harm the plants. (See page 40 for Aphis control.) Get the bugs and lice early and you will have little trouble with them later.

USE SABADILLA DUST FOR PUMPKIN AND CHINCH BUGS, GET IT FROM YOUR NEAREST SEARS ROEBUCK STORE

ANTHRACNOSE

Anthracnose is the most destructive disease of watermelons in the United States; being especially severe in the southern states it is said to cause more loss than all other watermelon diseases combined. The Anthracnose fungus can attack all parts of the watermelon plant above ground in all stages of their growth, but usually shows up on the oldest leaves first. The leaves show small black spots, which may soon enlarge until the whole leaf becomes black and shriveled. Many

times, whole fields may show these blackened leaves in just a few days time. Often, however, under less favorable conditions to the disease, only the leaves at the center of the plant are killed, leaving the stem and a part of the vine bare. During wet weather the spots on the leaves show to be an orange-pinkish color and are somewhat raised, while in dry weather these spots are grayish and less noticeable; however, these spots or spores are what spreads the disease in wet weather. This disease is by no means confined to the melon vine, but will attack the melon as well. When young melons become infected black spots appear very similar to those on the leaves. On older melons the disease causes small watery spots with greasy yellowish centers, which become elevated making the surface of the melon bumpy in appearance. To control this disease, it is very essential that the seed be treated before planting. For development after plants are up, possibly originating from untreated seed or from soil of a former melon planting, it possibly can be checked by the application of Dithane, Parzate or other materials at the rate recommended by the manufacturers. Spreading of this disease can be greatly avoided by keeping out of the infected fields when the plants are wet, as the fungus is easily transferred by walking through the vines. However, if you live in a section that is very prevalent to Anthracnose, we suggest that you plant your crop this year to the "Congo" watermelon which is definitely resistant to Anthracnose, but not entirely immune to this disease. See page 23 in this catalogue for full description.

CUTWORMS

Fat, colored worms 1 to $1\frac{1}{2}$ inches long cut off young plants near ground at night, hide in soil nearby during day. Put enough water in 5 pounds coarse bran to moisten, add $\frac{1}{2}$ pint molasses and $\frac{1}{4}$ pound white arsenic or paris green. Scatter mash thinly around plants in late afternoon.

New Handy Plant Tie



**TWIST OF
THE
WRIST
GIVES**

PERMANENT SUPPORT

Say "goodbye" to unsightly twine and raffia, to needless work with sheers. **TWIST-EMS**—strong dark-green "invisible" tapes with wire reinforcing—protect stems, permanently support annuals, perennials, vines, shrubs and vegetables. Grand for flower arrangement. Millions used by successful nurserymen, professional and amateur gardeners. Box of 125, 8 inch size. 35c

'TWIST-EMS'

NEW GENERAL PLASTIC RAYDOMES FOR PLANT PROTECTION



Transparent plastic Raydomes permit inspection of seedlings without removal of Raydome caps.

These Raydomes give protection from wind, rain, storms, frost, insects, etc., also control moisture, temperature and insure excellent germination, thus making possible earlier maturity of the plants.

The Plastic Raydome protectors are installed by setting them in place and covering their flanges with soil to hold them down. They are easily tipped for removal of weeds, or for ventilation during the last few days to allow hardening of the plant to outside weathering conditions, which needs to be done 3 or 4 days before final removal.

They are well suited to the incubation and growing requirements of many kinds of vegetables, fruits and flowers, such as melons, tomatoes, beans, peppers, squashes, egg-plants, cucumbers, pumpkins, radishes, lettuce, beets and flowers. In addition to their use with planted seeds, Raydomes may be used to protect transplants and thus minimize wilting.

Raydomes are crystal clear, very light and rigid and can be used by housekeepers, Hotels, Hospitals, Bakeries, Restaurants, for covering of counter displays of pies, cakes and fruits. With sloping 5 degree rib effect, insuring strength, rigidity and ease in nesting and storage.

The clear plastic Dome shape plant protector that enables full penetration of all the healthful warm rays of the sun is a perfect 'greenhouse' since the warmth from the sun's rays is retained within the dome. Moisture rises and condenses on the inner side of the cap, resulting in better controlled humidity-temperature condition.

Although your first cost on Raydome caps is higher than paper caps, they will last several seasons. This, plus time saving in use and the faster maturity gained through transparency, more than compensates for the extra expense.

RAYDOME No.	SIZE IN INCHES	WEIGHT PER 1000	CU. FT. PER 1000	LIST PRICE	PRICE PER DOZ.
No. 745	7" Dia. Base and 4½" high	60 lbs	16 Cu. Ft.	\$.25 Each	\$ 3.00
No. 1065	10" Dia. Base and 6½" high	115 lbs.	32 Cu. Ft.	\$.45 Each	\$ 5.40
					All F.O.B.

INSTRUCTIONS FOR USING HOTKAPS For Best Results Read Carefully

Set the HOTKAPS over seed or plant at time of planting. In dry soil, see that there is plenty of moisture in the ground before planting.

Do not set a HOTKAP in a basin or depression where water can settle. If this is done the water will have a tendency to weaken the side walls of the HOTKAP. Wherever possible, it is always best to set the HOTKAP on a slight slope so that

the soil around the HOTKAP is well drained. This can also be done by running a small furrow along one side of the HOTKAP.

We recommend the use of the HOTKAP Setter in connection with the setting of the HOTKAPS, as it will enable you to place the HOTKAP properly so that the greatest amount of efficiency will be obtained from them, also it speeds up the work of setting.

THE SETTING

To secure best result follow these instructions carefully



First place Hotkap in Setter. Press Hotkap against sides of Setter, over plant or seed.

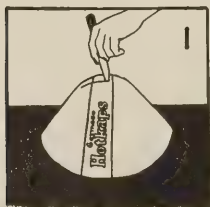


Now cover flange protruding from Hotkap Setter with soil, thoroughly but lightly with your trowel.

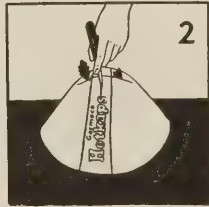


Lift Setter from Hotkap. Plant is now protected from adverse weather and also from insects.

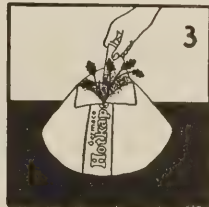
OPENING UP HOTKAPS FOR THE GROWING PLANT



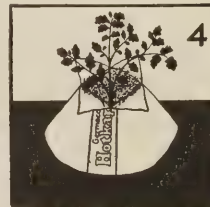
(Fig. 1) Use a small sharp-pointed knife and cut a slit across top of Hotkap about four inches long.



(Fig. 2) As soon as plant is crowding Hotkap, cut another slit in opposite direction the same length.



(Fig. 3) Now that the plant has outgrown the Hotkap, pull the four sections of the Hotkap away from the plant so that it can grow naturally through the Hotkap.



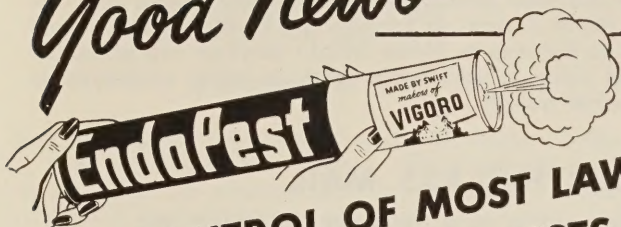
(Fig. 4) Do not remove Hotkap from plant. Let the plant grow away from it and while it remains it will afford protection to the base of the plant.



25 Hotkaps with setter.....	\$.95	Ship Wt. 2 lbs.
100 Hotkaps with setter.....	3.15	5 lbs.
250 Hotkaps with setter.....	5.90	11 lbs.
1,000 Hotkaps without setter.....	18.35	34 lbs.
5,000 Hotkaps (per 1,000).....	18.20	34 lbs.
10,000 Hotkaps (per 1,000).....	18.05	34 lbs.
Fibreboard setters, each.....	.20	1 lb.
Steel Setter, each.....	1.95	3 lbs.

All prices F.O.B. Poolville, Texas

Good News for Gardeners ... from the makers of VIGORO!



CONTROL OF MOST LAWN WEEDS AND GARDEN PESTS MADE EASY!

As soon as plants leaf out in Spring, dust them regularly with EndoPest, Swift & Company's simplified, efficient pest control! It's the easy way to give your garden all the protection it needs from most garden pests!

A few strokes of the exclusive EndoPest dust gun produces a smoke-like cloud that envelopes a bed of flowers or row of vegetables with an almost-invisible film ... a cloud that controls most chewing insects, sucking insects and fungus diseases! Add EndoPest to your order!

EndoPest

Made by Swift • Makers of VIGORO

ENDOPEST—Can be used with confidence on edible fruits and vegetables, as well as flowers and shrubbery, for control of most chewing and sucking insects and fungus diseases. It's so easy to use you'll want to dust regularly ... stop trouble before it starts. We have handy refill cartridges for ENDOPEST dust applicators. Just a few quick strokes with the specially-invented ENDOPEST dust gun gives you control. No mixing, no muss, ENDOPEST comes ready to use..

10 oz. Applicator Gun (Complete).....\$1.00 plus postage
10 oz. Refill Cartridge75 plus postage
4 oz. Sifter Top Package..... .45 plus postage
2 lb. Pouring Spout Package..... 2.00 plus postage

Spray weeds away quickly ... safely ... easily—with EndoWeed! An improved selective lawn weed killer, EndoWeed kills dandelions, chickweed, plantain and over 100 other weeds ... without harming ordinary grass or affecting the soil.

Available in sizes from half pint to gallon, and in packets for small-area spraying, 8 ounces of EndoWeed treats 2000 sq. ft. of lawn. Add to your seed order or stop in for ...



EndoWeed

Presented by Swift • Makers of VIGORO

ENDOWEED—New, improved selective weed killer, dooms weeds to death, roots and all. One application penetrates the entire plant, kills leaves, stems, roots—yet won't harm ordinary grass nor affect the soil. ENDOWEED kills dandelions, chickweed, plantain and over 100 other weeds. Kills in a week or so after spraying. 8 oz. of ENDOWEED treats 2,000 square feet of lawn. Available in sizes from ½ pint to 1 gallon.

½ Pint	treats	2,000 Sq. Ft.\$1.10 plus postage
1 Pint	treats	4,000 Sq. Ft. 1.75 plus postage
1 Quart	treats	8,000 Sq. Ft. 2.95 plus postage
1 Gallon	treats	32,000 Sq. Ft. 8.75 plus postage

Robert F. Autrey's Letter

I wish to express my opinion that Willhite's seed are the best that money can buy.

I have grown watermelons only a few years and my father has grown them many years but we had never had such wonderful success with them until we started growing your Black Diamond, White Seeded Watson, Texas Giant, Jumbo Triumph, Sugar Loaf and Mountain Hoosier. Melons grown from your selected seeds have a greater yield and the quality is tops.

I had the finest crop of cantaloupes of any one

in this area this summer having planted the Hale's Best and Perfected Perfecto. Every one purchased these cantaloupes commented on their superior quality and uniformity in size.

I also grew some very beautiful Sugar Loaf melons that created quite a sensation as I was the first to ever plant that variety here.

Sincerely yours,

(Signed) Robert F. Autrey

WE DO NOT PAY POSTAGE OR SHIPPING CHARGES

If seeds are to be shipped by mail, please inclose sufficient money to pay mailing charges (see rate sheet below). If they are to be shipped by Freight, Motor Freight or Express the charges can be paid at your end of the line. However, bear in mind that no Express or Motor freight services are available on Saturdays and Sundays in the smaller towns and cities, a skeleton crew only being employed in the larger cities on these two days to handle perishable freight.

PARCEL-POST OR FOURTH-CLASS MAIL

RATES OF POSTAGE, CLASSIFICATION, INSURANCE AND C. O. D. FEATURES, WRAPPING, ETC.

Fourth-class Matter, known as domestic parcel-post mail, includes all parcels over 8 ounces in weight containing circulars, books, catalogs, and other matter wholly in print, together with merchandise, farm and factory products, seeds, cuttings, bulbs, roots, scions, and plants, and all other mailable matter not embraced in the first and second classes. The same matter in parcels weighing 8 ounces or less is embraced in third-class mail.

Rates of Postage on Fourth-Class Matter (over 8 ounces)—To Be Fully Prepaid—are by the pound, according to distance or zone, a fraction of a pound being computed as a full pound, as shown in the following table and paragraphs (1), (2), and (3):

Exceptions

(1) In the first or second zone, where the distance by the shortest regular practicable mail route is 300 miles or more, the rate is the same as for the third zone.

(2) Parcels weighing less than 10 pounds and measuring over 84 inches but not more than 100 inches in length and girth combined are subject to a minimum charge equal to that for a 10-pound parcel for the zone to which addressed.

(3) For special rates on catalogs consult postmaster.

Weight	Local	Zones							Weight	Local	Zones						
		1-2 Up to 150 miles	3 150 to 300 miles	4 300 to 600 miles	5 600 to 1,000 miles	6 1,000 to 1,400 miles	7 1,400 to 1,800 miles	8 Over 1,800 miles			1-2 Up to 150 miles	3 150 to 300 miles	4 300 to 600 miles	5 600 to 1,000 miles	6 1,000 to 1,400 miles	7 1,400 to 1,800 miles	8 Over 1,800 miles
1	\$.015	\$.017	\$.017	\$.019	\$.021	\$.023	\$.025	\$.027	36	\$.059	\$1.01	\$1.40	\$1.86	\$2.58	\$3.47	\$4.28	\$5.17
2	.17	.20	.21	.24	.28	.33	.37	.41	37	.60	1.04	1.43	1.90	2.64	3.56	4.39	5.31
3	.18	.22	.24	.29	.35	.42	.48	.55	38	.62	1.06	1.47	1.95	2.71	3.66	4.51	5.45
4	.19	.25	.28	.34	.42	.51	.60	.69	39	.63	1.09	1.50	2.00	2.78	3.75	4.62	5.59
5	.20	.27	.31	.38	.48	.60	.71	.83	40	.64	1.11	1.54	2.05	2.85	3.84	4.74	5.73
6	.22	.29	.35	.43	.55	.70	.83	.97	41	.65	1.13	1.57	2.09	2.91	3.93	4.85	5.87
7	.23	.32	.38	.48	.62	.79	.94	1.11	42	.67	1.16	1.61	2.14	2.98	4.03	4.97	6.01
8	.24	.34	.42	.53	.69	.88	1.06	1.25	43	.68	1.18	1.64	2.19	3.05	4.12	5.08	6.15
9	.25	.37	.45	.57	.75	.97	1.17	1.39	44	.69	1.21	1.68	2.24	3.12	4.21	5.20	6.29
10	.27	.39	.49	.62	.82	1.07	1.29	1.53	45	.70	1.23	1.71	2.28	3.18	4.30	5.31	6.43
11	.28	.41	.52	.67	.89	1.16	1.40	1.67	46	.72	1.25	1.75	2.33	3.25	4.40	5.43	6.57
12	.29	.44	.56	.72	.96	1.25	1.52	1.81	47	.73	1.28	1.78	2.38	3.32	4.49	5.54	6.71
13	.30	.46	.59	.76	1.02	1.34	1.63	1.95	48	.74	1.30	1.82	2.43	3.39	4.58	5.66	6.85
14	.32	.49	.63	.81	1.09	1.44	1.75	2.09	49	.75	1.33	1.85	2.47	3.45	4.67	5.77	6.99
15	.33	.51	.66	.86	1.16	1.53	1.86	2.23	50	.77	1.35	1.89	2.52	3.52	4.77	5.89	7.13
16	.34	.53	.70	.91	1.23	1.62	1.98	2.37	51	.78	1.37	1.92	2.57	3.59	4.86	6.00	7.27
17	.35	.56	.73	.95	1.29	1.71	2.09	2.51	52	.79	1.40	1.96	2.62	3.66	4.95	6.12	7.41
18	.37	.58	.77	1.00	1.36	1.81	2.21	2.65	53	.80	1.42	1.99	2.66	3.72	5.04	6.23	7.55
19	.38	.61	.80	1.05	1.43	1.90	2.32	2.79	54	.82	1.45	2.03	2.71	3.79	5.14	6.35	7.69
20	.39	.63	.84	1.10	1.50	1.99	2.44	2.93	55	.83	1.47	2.06	2.76	3.86	5.23	6.46	7.83
21	.40	.65	.87	1.14	1.56	2.08	2.55	3.07	56	.84	1.49	2.10	2.81	3.93	5.32	6.58	7.97
22	.42	.68	.91	1.19	1.63	2.18	2.67	3.21	57	.85	1.52	2.13	2.85	3.99	5.41	6.69	8.11
23	.43	.70	.94	1.24	1.70	2.27	2.78	3.35	58	.87	1.54	2.17	2.90	4.06	5.51	6.81	8.25
24	.44	.73	.98	1.29	1.77	2.36	2.90	3.49	59	.88	1.57	2.20	2.95	4.13	5.60	6.92	8.39
25	.45	.75	1.01	1.33	1.83	2.45	3.01	3.63	60	.89	1.59	2.24	3.00	4.20	5.69	7.04	8.53
26	.47	.77	1.05	1.38	1.90	2.55	3.13	3.77	61	.90	1.61	2.27	3.04	4.26	5.78	7.15	8.67
27	.48	.80	1.08	1.43	1.97	2.64	3.24	3.91	62	.92	1.64	2.31	3.09	4.33	5.88	7.27	8.81
28	.49	.82	1.12	1.48	2.04	2.73	3.36	4.05	63	.93	1.66	2.34	3.14	4.40	5.97	7.38	8.95
29	.50	.85	1.15	1.52	2.10	2.82	3.47	4.19	64	.94	1.69	2.38	3.19	4.47	6.06	7.50	9.09
30	.52	.87	1.19	1.57	2.17	2.92	3.59	4.33	65	.95	1.71	2.41	3.23	4.53	6.15	7.61	9.23
31	.53	.89	1.22	1.62	2.24	3.01	3.70	4.47	66	.97	1.73	2.45	3.28	4.60	6.25	7.73	9.37
32	.54	.92	1.26	1.67	2.31	3.10	3.82	4.61	67	.98	1.76	2.48	3.33	4.67	6.34	7.84	9.51
33	.55	.94	1.29	1.71	2.37	3.19	3.93	4.75	68	.99	1.78	2.52	3.38	4.74	6.43	7.96	9.65
34	.57	.97	1.33	1.76	2.44	3.29	4.05	4.89	69	1.00	1.81	2.55	3.42	4.80	6.52	8.07	9.79
35	.58	.99	1.36	1.81	2.51	3.38	4.16	5.03	70	1.02	1.83	2.59	3.47	4.87	6.62	8.19	9.93

WILLHITE'S SUGAR PUMPKIN

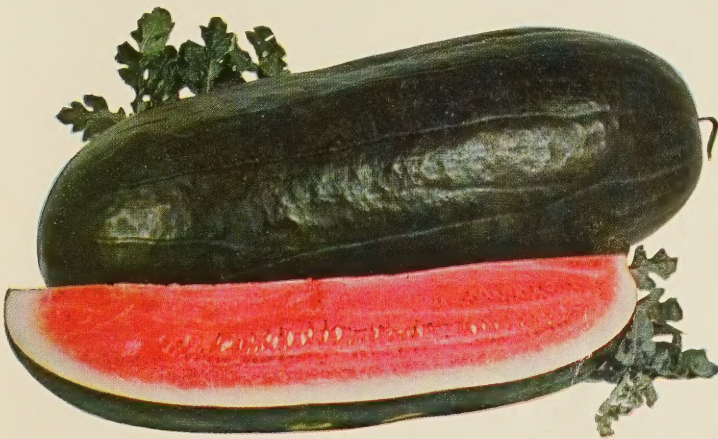
Variety No. 43

The best variety for general use. Of small handy size, but tonnage equals others. Fruits round, flattened at ends, 6-8 pounds, skin hard, smooth, somewhat ribbed, deep orange; flesh thick, sweet and dry, of bright orange color and high quality. Sometimes called New England Pie. $\frac{1}{4}$ lb. 55c; $\frac{1}{2}$ lb. 95c; $\frac{3}{4}$ lb. \$1.30; 1 lb. \$1.50. All plus postage. LIBERAL PACK-AGE, ANY VARIETY, 25c.



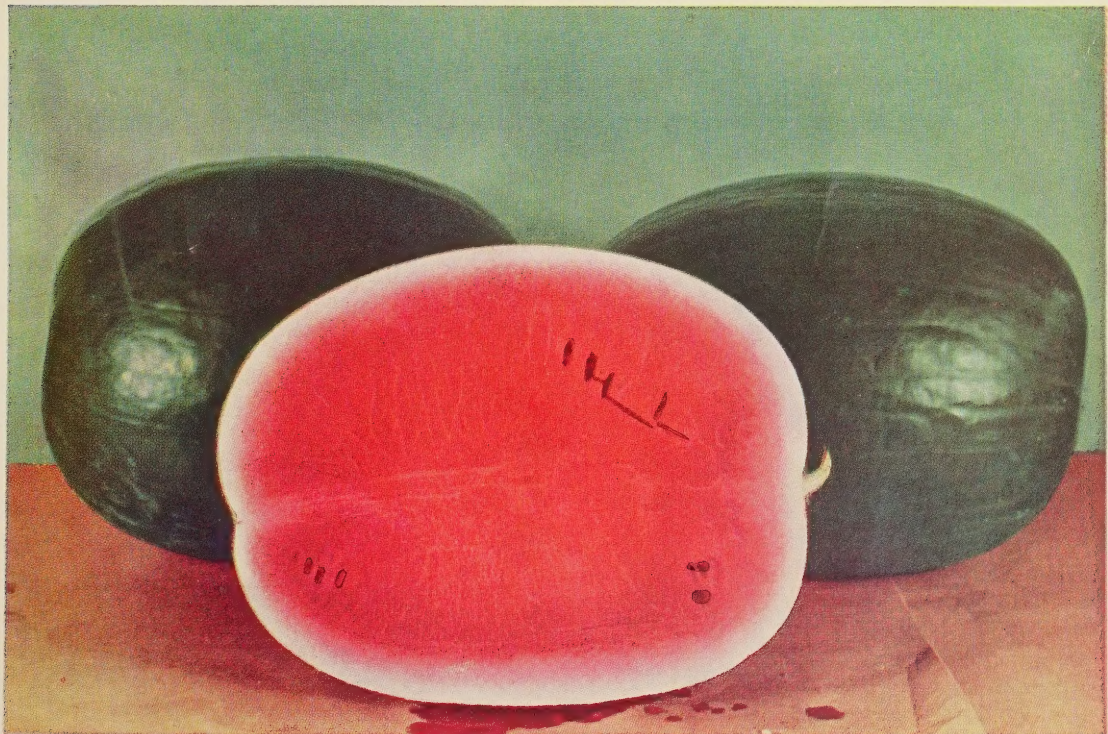
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WEATHERFORD, TEXAS



NEW WHITE SEEDED WATSON—Variety No. 44

See full description on page 6



TEXAS GIANT

Variety No. 10

See full description on page 16

WILLHITE MELON SEED FARMS



TEXAS GROWN CERTIFIED BLACK DIAMOND

Texas Certified Black Diamond watermelon provides a unique chapter in the certified seed history of Texas. First, because it was pioneered and brought about by the single-handed efforts of one woman—Clara Lee Willhite—second, because it is the first and only certified watermelon seed in the state of Texas, having been registered in August, 1950. Her fight was a lone one, mostly because her firm is the only large commercial grower of watermelon seed in the state. In a field which only men usually succeed, Clara Lee, has distinguished both herself and her firm and has won an honored and respected place throughout the seed trade world.



CLARA LEE, FLORIDA GIANT, BLACK DIAMOND OR CANNON BALL
Variety No. 17
Pictures taken at the Willhite Melon Seed Farms